

HARDWARE AGE

HARDWARE DEALERS' MAGAZINE

PUBLISHED EVERY OTHER THURSDAY

UNIVERSITY
OF MICHIGAN

DEC 19 1950

Contents—Page 5

BUSINESS ADMINISTRATION
LIBRARY

December 14, 1950



Heartfelt thanks to all you hardware dealers and jobbers for helping to make 1950 the biggest year in Slaymaker history! NEXT YEAR
... more "Brass Beauty" padlocks and miniature showcases ... PLUS exciting new products and promotions. Merry Christmas!

SLAYMAKER LOCK COMPANY • World's Most Complete Line of Padlocks • LANCASTER, PA., U.S.A.

This is a reproduction of a library book that was digitized by Google as part of an ongoing effort to preserve the information in books and make it universally accessible.

GoogleTM books

<https://books.google.com>



"

Easy Installation

is my Big Story about

LUMITE!

says MR. LOUIS EISENSTEIN

Hardware dealer of Atlantic City, N. J.



***Tell the story and
watch it sell!***

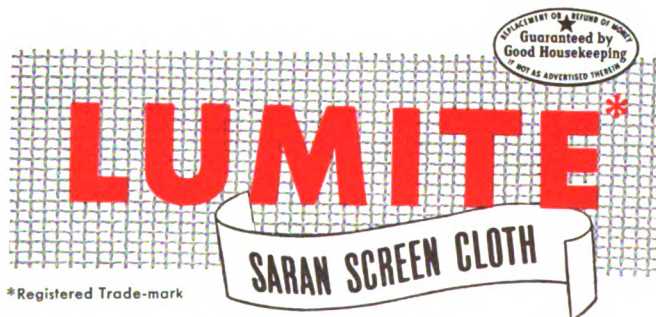
GET SET for the screening season with Lumite! Order your stock now. Lumite Screening is distributed through hardware, lumber and building supply wholesalers. Write for FREE sample and additional information.

"CUSTOMERS IN OUR AREA (where hard, damp weather and the salt air play havoc with most screens) realize that rustproof Lumite is the answer to their screen problems. Its durability and low price make it very easy for us to sell—and to make many, many satisfied customers.

"But, my big selling story about Lumite screening is something that customers themselves are always telling me. That's the ease with which it can be handled and installed . . . without any special tools. A small boy or a woman can easily use Lumite and make a good job of it!"

BIGGEST STORY IN SCREENING!

No wonder Lumite sells and sells. Every feature of Lumite screening makes a big selling story in itself!



*Registered Trade-mark

**LUMITE
IS RUSTPROOF!**

It can't rot, mildew or corrode . . . won't stain sills or side-walls . . . never needs protective painting . . . is longer lasting. It's the ideal screening for every exterior use!


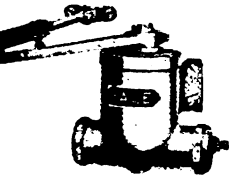
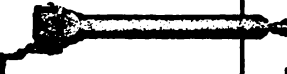
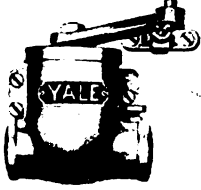


LUMITE DIVISION, Chicopee Mfg. Corp. of Georgia, 40 Worth Street, New York 13, N. Y.

HOW TO CLOSE MORE DOOR CLOSER SALES!

You'll make more with YALE Door Closers, because there's a model for every type of door... sure to satisfy every customer's need.

The chart below is an aid to better service. It helps you recommend the best Door Closer for the purpose. Examine it, and you'll see why YALE makes the door closer sale.

YALE Door Closer	Features	Preferred Installation	Maximum width of Door			
			Interior	Exterior & Vestibule Open out	Open in	Closer size
 COMPACT MODEL	Attractive, compact appearance (no bulk or bulge) Matching stream-lined brackets Reversible Leakproof Powerful Quiet Long-lasting Easy to install and maintain	Closer on door-hinge side	residential	screen	—	92
			2' 8"	storm	—	92
			3' 0"	2' 6"	2' 3"	93
			3' 6"	3' 0"	2' 9"	94
			4' 0"	3' 6"	3' 3"	95
 STANDARD MODEL	Powerful Quiet Long-lasting Easiest to install— —for doors of either hand with- out change Easy to maintain	Closer on door-hinge side	residential	screen	—	71
			2' 8"	storm	—	72
			3' 0"	2' 6"	2' 3"	73
			3' 6"	3' 0"	2' 9"	74
			4' 0"	3' 6"	3' 3"	75
			5' 0"	4' 0"	3' 9"	76
 506 AIRLINER	Good-looking Pneumatic type Easy to install on doors of either hand, inside or outside Requires only 2" between doors Easy to adjust Adjustable spring completely concealed against dirt and rust	No preference—recommended for screen doors	(On combination doors, use stop to prevent opening beyond 90°)			
 570 SCREEN DOOR CLOSER	Similar to Standard Model Easy to install and adjust No reversing Full-size template spots screw holes quickly	Closer on door-hinge side—recommended for screen and combination doors, light interior doors of residences. Use 1570 for between doors application.	(On combination doors, use stop to prevent opening beyond 90°)			

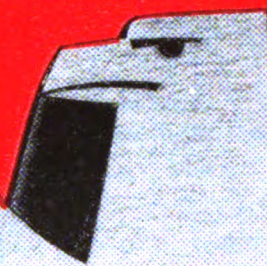
YALE MARK

THE YALE & TOWNE MANUFACTURING COMPANY
STAMFORD, CONN., U. S. A.

LOCKS

EAGLE

by



**FOR
DEPENDABLE
SECURITY**

PADLOCKS

LUGGAGE LOCKS

DEAD LOCKS

CABINET LOCKS

NIGHT LATCHES

DOOR CLOSERS

THE EAGLE LOCK COMPANY Subsidiary of Bowser, Inc., **TERRYVILLE, CONNECTICUT**

1EL51

LEONARD V. ROWLANDS
Publisher and General Manager

JOHN G. WILCOX
Advertising Manager

WILLIAM A. PHAIR, Editor

KENNETH A. HEALE, Managing Editor

GEORGE M. SANGSTER, Associate Editor

RUDOLPH S. WILD, Associate Editor

HAROLD S. MOORE, Associate Editor

J. R. KEAGY, Associate Editor

C. S. MULLER, News Editor

EUGENE J. HARDY, Washington Bureau

KARL RANNELLS, Washington Bureau

GEORGE H. BAKER, Washington Bureau

HARRY R. TERHUNE, Pacific Coast Editor
Los Angeles 14, Cal.

ALBERT J. MANGIN

"Who Makes It" Directory Editor

GEORGE S. MCBRIDE, Circulation Manager

REGIONAL SALES OFFICES

Boston 10, Mass.

OLE B. BERGERSEN, 10 High St.
Telephone: Liberty 2-4460

New York 17, N. Y.

E. R. SANDIFORD—JOHN NICHOLS
100 East 42nd St.
Telephone: Murray Hill 5-8600

Cleveland 15, Ohio

WILL J. FEDDERY, 1836 Euclid Ave.
Telephone: Main 1-6374-6375

Chicago 1, Ill.

M. C. SCHOLEFIELD—MAL M. WHITFIELD
230 N. Michigan Ave.
Telephone: Franklin 2-0202

San Francisco 4, Cal.

R. J. BIRCH—FRANK MCKENZIE
300 Montgomery St.
Telephone: Douglas 2-4393

Los Angeles 5, Cal.

L. H. JACKSON, 3156 Wilshire Blvd.
Telephone: Dunkirk 7-2119



Charter Member

SUBSCRIPTION PRICES: United States and its possessions \$1.00 per year. Canada: \$3.00 per year. All other countries \$5.00 per year. Single Copies 25 cents.

HARDWARE AGE was established 1855, succeeding and embodying "Hardware," New York; "Stoves and Hardware Reporter," St. Louis; "Western Hardware Journal," Omaha; "Iron Age Hardware," New York; "Hardware Reporter," St. Louis; "Hardware Salesman," Chicago; "Hardware Dealers Magazine," New York; "Good Hardware," New York, and "Your Business," Philadelphia.

HARDWARE AGE

THE HARDWARE DEALERS' MAGAZINE

PUBLISHED EVERY OTHER THURSDAY

Established 1855

Vol. 166, No. 12, December 14, 1950

In This Issue

Editorial Comment

Just Among Ourselves 7

Successful Merchandising Methods

Lamps are Sales Builders 83
Reading Blueprints Pays Profits 88
Eight Turnovers in a Small Store 94
\$4,000 Loan Plus Advertising Builds \$40,000 Stock 98
Humorous Ads Pull Trade 104

Store Management

Outlook for Hardware in a Military Economy 71
Inventory Cut \$3,000 by New Control System 78
Your Future — a Memo to Hardware Salesclerks 91
Showmanship Sets the Stage for Salesmanship 110

Display and Modernization Ideas

Modernization Builds Bigger Sales Volume 74
45-ft. Display of Fasteners Encourages Self-Service 77
Inventory Doubled—Sales Doubled 81
New Store Boosts Traffic 50%—a Picture Tour 84

News of the Trade

Washington News and Views 10
How's the Hardware Business? 14
Priority and Price Digest 120
News of the Trade 138
Convention Calendar 168

What's New in Hardware Merchandise

Advertising Index 184
Classified Advertising 182

Net Paid Circulation This Issue, 34,600

ONE OF THE PUBLICATIONS

OWNED, PUBLISHED, AND COPYRIGHTED (1950) BY THE CHILTON CO., INC.

Executive Office
Chestnut and 56th Sts.
Philadelphia 39, Pa., U. S. A.
Phone: GRanite 4-5600



Editorial and Advertising Offices
100 E. 42nd St.
New York 17, U. S. A.
Phone Murray Hill 5-8600

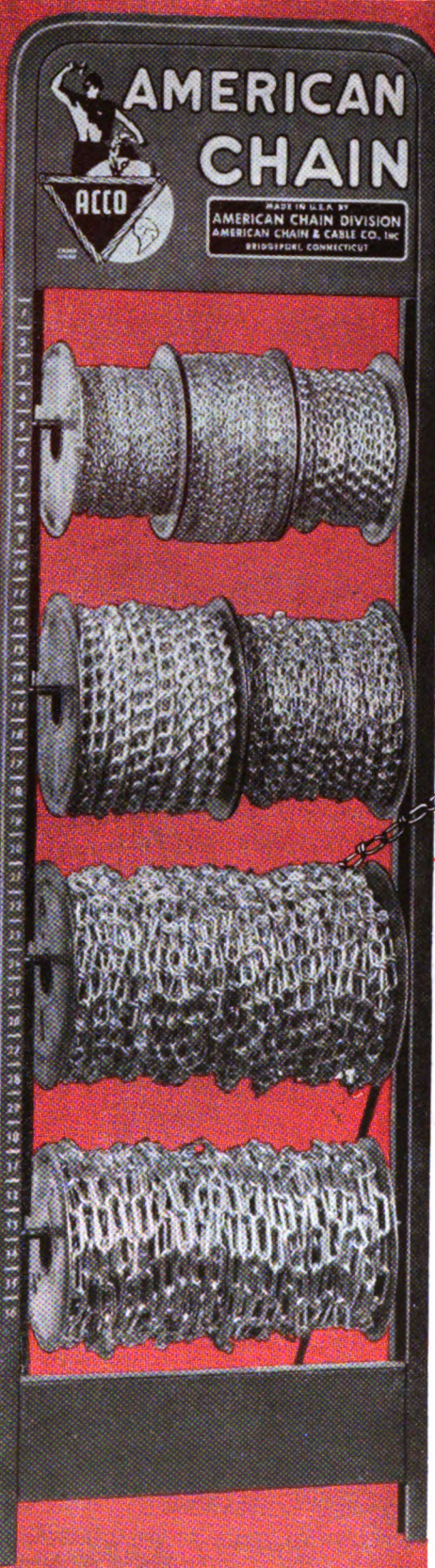
OFFICERS AND DIRECTORS

JOSEPH S. HILDRETH, President

EVERIT B. TERHUNE, P. M. FAHRENDORF, G. C. BUZBY, HARRY V. DUFFY, Vice Presidents; WILLIAM H. VALLAR, Treasurer; JOHN BLAIR MOFFETT, Secretary; D. ALLYN GARBER, GEORGE T. HOOK, MAURICE E. COX, TOM C. CAMPBELL, FRANK P. TISHE
LEONARD V. ROWLANDS

GEORGE MAISWINKLE, Asst. Treas.

PAUL WOOTON, Washington Member of the Editorial Board



**AMERICAN
CHAIN**

MAINTAINED BY
AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE CO., INC.
BRIDGEPORT, CONNECTICUT

...It can't ring your
cash register...

BUT YOU CAN!



You still have to pull the chain off the reel, measure it, wrap it and ring up the money in the cash register.

The "SALES-MAKER" just stands there. But . . .
. . . it does store a lot of chain in a small space.
It keeps the chain out where customers can see it and get their hands on it, where it will remind them of a job at home—or at the farm or factory—that calls for a length of chain.

And that's why we call it the "SALES-MAKER."

Next time your AMERICAN CHAIN distributor salesman comes around, ask him for details about the AMERICAN CHAIN SALES-MAKER.

Better still, pick up the phone and call him right now.

SELL AMERICAN

... THE COMPLETE CHAIN LINE

ACCO

York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

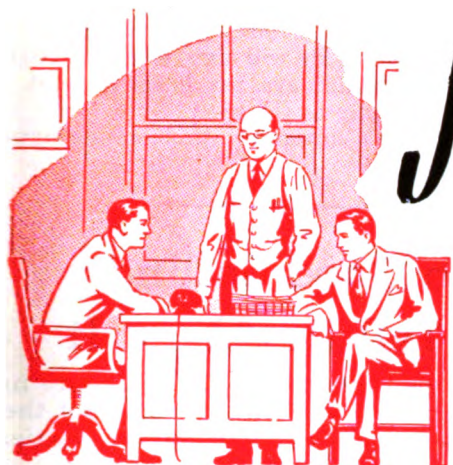
**AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE**



TRADE
MARK

In Business for Your Safety





Just Among Ourselves

Informal Editorial Comments

Whose War Is It?

The serious turn of events in Korea makes inevitable a demand for more and more money to pay for a stepped-up rearming program. This money will unquestionably be made available.

But while this money is being appropriated, a good question to ask your Congressman is—

Whose war is it?

The conflagration that seems to be shaping up threatens the personal freedom and property rights of every American. And it should be expected that every American enterprise will share on an equitable basis the cost of defending those rights.

But it doesn't work out that way.

When it comes to paying defense costs, we find that about two-thirds of the nation's business assets are taxed for the costs, while the other third, with just as much at stake, is permitted to dodge its share of defense costs.

The harsh facts are that through the operation of archaic income tax exemption grants, giant business concerns, doing a business of about \$75 billion a year and controlling close to a third of this country's assets, will make practically no contribution to the heavy defense budget.

There is no question raised here of the personal patriotism of the men operating these tax exempt concerns; they are simply taking advantage of inequities in the present income tax laws.

The full responsibility for this tragic and undemocratic travesty rests with the nation's lawmakers themselves. Only Congress can wipe out this evil practice.

The original intent of tax exemption has been distorted and forged into an economic club that threatens the existence of every small tax-paying business in the nation, no matter what field it may be in.

These tax exempt businesses have grown into bewildering, monopolistic monsters which may well, within the next two decades, come to control fully half the assets of the nation.

With the country facing an unmeasurable period of heavy defense taxes, there exists no economic or moral justification for continuing to grant tax exemption to commercial operations of any kind.

Now, more than ever before, it is vital that Con-

gress tap this billion dollar tax source and end tax inequality. Write your Congressman and get behind the effort of the National Tax Equality Association.

Clip out this editorial comment, add your own personal note and send it to your Congressman.

Do it today.

How About Mail Orders From Consumer Catalogs

Several months ago we speculated here that it might be possible to create some mail order business for hardware dealers through the use of wholesalers' consumer catalogs. This thought was born of the experiences of several small dealers who have experimented with this idea and have obtained very interesting results.

Now, in glancing through a Christmas consumer catalog which will be put out by a large national chain of limited price variety stores, we note that on the inside of the back page they have printed a mail order blank.

No specific address is given on this mail order form. The customer is told to send it "to your nearest store." The form also advises that the store will pay the postage, but a handling charge of 25c is charged for each order.

This catalog, of which several million will be distributed, is for stores which are located to a large degree in small towns. No merchandise listed exceeds \$5, with the bulk of the items priced at \$1 or less. A tool chest with 16 tools is listed at \$4.98.

We wonder if it might not be worthwhile for hardware dealers to try this and possibly pick up some of the sales now lost to the mail order houses. The mail order houses and large department stores have familiarized the average consumer with buying by mail. Why shouldn't he also buy from a hardware dealer in this fashion?

Probably the net profit on such sales would be less than that of a store sale because of the additional labor involved, but it would contribute to turnover and total profits and very probably would represent new business.

Window Displays Trouble You? Here's An Idea

Nothing can so effectively encourage store visits by new customers as an attractive, hard-selling window display. This is particularly true during the Christmas season when so many shoppers have an open mind when they go shopping.

Yet too many dealers pass off the window display problem with a "too busy" excuse; or they make a half hearted gesture that is worse than none at all.

Granted that many dealers are extremely busy at this time of the year; or they may have trouble trying to hit on a suitable display idea (despite the hundreds published each year in *Hardware Age*.)

There is still a quick, simple means of building up an attractive window with a minimum expenditure of time and money. It is the use of the window display units made available by manufacturers and which are described each week in the "To Help You Sell" columns on page 13.

These displays range from small affairs to elaborate window filling units that are designed for the specific purpose of catching a shopper's eye. They are developed by skilled display people and are often pre-tested for effectiveness before being made generally available.

Most of these displays permit the use of related merchandise in the layout, in addition to the manufacturer's own products. In fact, many give specific suggestions for developing the entire window.

If you can't seem to find time to work up an original window display, give these manufacturers' displays a chance.

Inventory Problem Needs Very Careful Study

We often hear dealers saying "my money doesn't earn anything in the bank. I'd rather have it in merchandise that I can at least see and feel."

That philosophy can be carried to absurd lengths at times.

In fact the whole inventory problem today deserves much more attention than it is receiving. Today many dealers are carrying a top-heavy inventory and as a result are in a very sluggish financial position. If Christmas buying fails to reach the high levels expected, the position of many dealers will be very serious indeed.

That there will be some merchandise shortages next year appears fairly certain at this time. But past experience has demonstrated that loading up on merchandise in anticipation of shortages is not always the best way to handle the problem. Some dealers still bear the scars of such unwise loading up during the last war.

One wholesaler summed up the situation very aptly when he said "It seems as though our whole business life for the past 12 to 15 years has been one crisis after another. And when we look back at them, has any of them been as serious as we anticipated?"

The wise hardware merchant will be the one who will avoid making excessive anticipatory purchases just to see his money in merchandise, but

will instead consistently place future orders in reasonable quantities. He will always keep in mind that in these uncertain days, the downs are apt to come just as abruptly as the ups.

Certainly today's inventory problem deserves careful study.

Have a Good Selling Idea? Tell Us About It

Our experience with dealers is that they are not shy about putting a good idea to work. But they do like to be shown, because they are very practical people.

We know that there are many dealers that have developed unusual selling techniques or have taken on new lines that have turned out very profitable.

Our editors are constantly traveling around the country seeking out such ideas. But if we miss your store, how about writing us about your idea and possibly having it published in *Hardware Age* where it may serve to help other dealers with the same problem?

For example Mr. H. C. Rush, manager of Sprague's Hardware store in Trenton, N. J., recently wrote us that he had tried putting in a line of flowering bulbs and found that not only were the bulbs profitable, but also that his sales of other garden goods had jumped up. He said he thought other dealers might be interested to hear his experiences. We agreed with him, so Mr. Rush wrote a very commendable report on his experience and it was published in *Hardware Age* issue of Nov. 30, page 37.

How about you? Do you have an idea that might be of value to other dealers? Drop the editor a note, describing it briefly. If the editorial board feels it has merit, we'll help you write a report, and pay you for it, too.

Random Notes—

There's some good in everything, as one wholesaler points out—even in Regulation W. The increase in down payments and the limitations on the time the contract can run as set by the regulation has tended to eliminate some of the blue-sky terms of a "nothing down and a dollar a year" type. With installment payments somewhat standardized, the customer's attention can be focused on quality, giving the small dealer a better chance to make a sale.

Fears that the FTC "spark plug" case might be directed to the elimination of such functional discounts as those given wholesalers, appear to have been premature. A recent statement of the FTC insists that it is not and never was its intention to attack wholesaler discounts. Rather, its activities were directed entirely to conditions claimed to exist specifically in the sale of spark plugs.

Did you know that the annual volume of retail hardware sales, as reported by the Dept. of Commerce, has shown an increase in all but three of the past 16 years?

☆

☆

☆

☆

☆

☆

☆

☆

☆

☆

☆

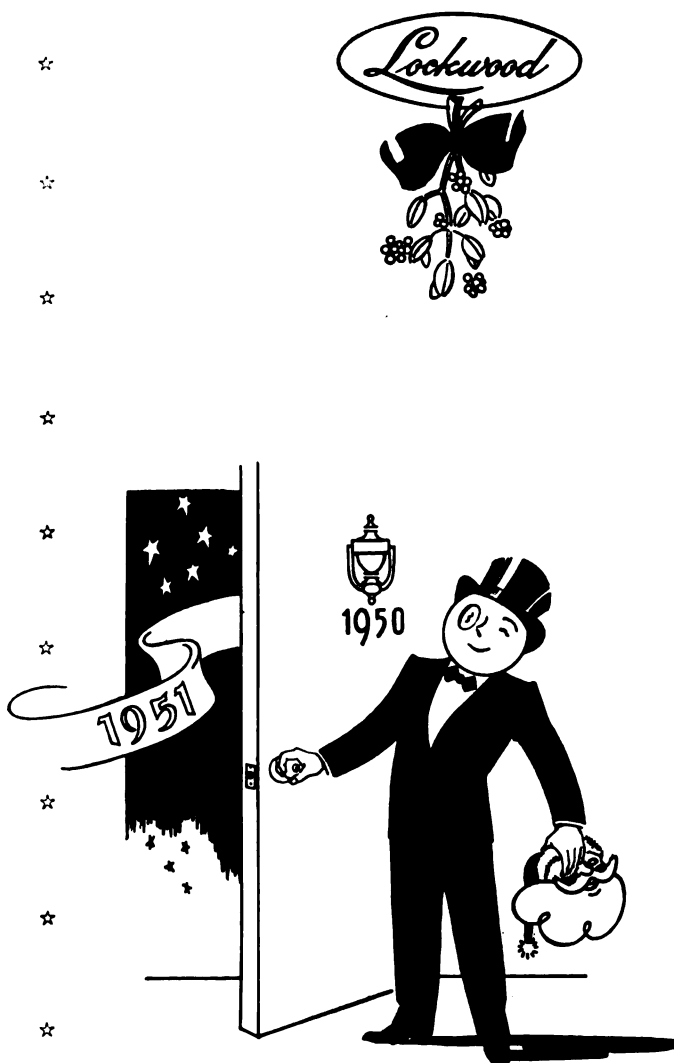
☆

☆

☆

☆

☆



WE pause a moment at your door
with Christmas greetings, just before
Mr. Key 'n Knob swings it wide
for a Happy New Year.

**LOCKWOOD HARDWARE MFG. CO.
FITCHBURG • MASSACHUSETTS**

Digitized by Google



Washington^{*}

NEWS and VIEWS

By Washington Bureau of
HARDWARE AGE

See Revival of Limitation Orders to Eliminate Non-Essential Production

The hardware trade can expect a series of limitation orders cutting back severely and eliminating in some cases the production of so-called "non-essential" items. Such orders will be along the lines of the "L" series of orders issued by WPB.

Whether to issue such orders has been a widely debated question. NPA has tried to avoid limiting output specifically, riding along with across-the-board cutbacks in the use of aluminum, copper, zinc, etc. NPA Administrator Harrison recognizes that limitation orders will eventually become necessary, but has been holding off.

*For latest news on priorities and prices
see page 120 of this issue.*

On the other hand, National Security Resources Board Chairman W. Stuart Symington, overall coordinator of the mobilization effort, believes that scarce materials should not be used for juke boxes, toys, gadgets, etc., but that more essential items should have first call on the remaining supplies of metals after military and military-supporting needs have been met.

OUTLOOK—How soon is the only question. NPA had originally circulated a long list of items for which aluminum could not be used, but this did not become a part of the aluminum cutback due to protests from the industry. Now, a similar list covering items for which copper could not be used is making the rounds of NPA desks. It should not be long after Jan. 1 before the first end-product limitation orders make their appearance.

Expect Price Lids on Key Materials Retailers Oppose A General Freeze

The price control picture is finally shaping up with selective price controls expected soon on key materials, but not at the retail level and with a general system of price and wage controls by the second quarter 1951 a good possibility.

Three different events have combined to clear up the price control situation: (1) the sudden worsening of the war in Korea; (2) the signing of a new steel wage

contract; and, (3) the appointment of ex-Mayor M. V. DiSalle of Toledo as Director of Price Stabilization within the Economic Stabilization Agency.

Selective price controls for key metals, principally those important to war production, are being talked about for early institution, copper and iron and steel scrap being slated to receive the control treatment first. Such controls would gradually spread to other key materials and finally there would be a comprehensive system.

Meanwhile, retail interests through their trade associations, are trying to convince ESA officials of the dangers in instituting a general price freeze such as was embodied in the World War II General Maximum Price regulation. Instead, something along the lines of OPA's MPR 850, which in effect set prices based on the individual experience of sellers, is preferred.

Before any general system of price controls could become effective, however, ESA would have to work out regulations which would conform to the general requirement in the Defense Production Act which calls for the stabilization of wages in industries where prices are controlled. The knottiest problem is what to do about wage contracts containing escalator clauses based on the Labor Dept.'s cost-of-living index.

OUTLOOK—All plans for price control are tentative and can change overnight. For example, while it is recognized that a general freeze is not the best way to do the job, ESA might have to resort to such a move even before an adequate staff is built up if the international situation demands it.

Habbersett Chief Builders' Hardware NPA Seeks Hardware Industry Men

The basic organizational work involved in setting up the hardware sections in NPA is just about completed except for minor details and the recruitment of competent personnel.

Lindsay C. Howell is working on both these problems in his post as head of hardware products in the General Products Division.

In the Building Materials Division, W. C. Habbersett, formerly president of the Reading Hardware Corp., who headed up builders' hardware activities in WPB, was expected to be on the job as chief of

(Continued on page 118)


*Merry
Christmas!*


*Happy
New Year!*



Again, greetings to the
Independent Hardware Trade of America from the
folks at Master Lock . . . may this New Year bring
you still greater strength, progress and prosperity.

Master Lock Company

H-17

WORLD'S LEADING PADLOCK MANUFACTURERS

WHAT'S NEW



LATEST INFORMATION ON NEW PRODUCTS AND SERVICES

Furniture Polish

Dri-Glo furniture polish incorporates Silicon, a compound resembling glass and quartz that places a protective coating on wood, enamel, porcelain and leather surfaces. Wiped on like water, the polish dries quickly leaving a thin haze



that can be polished to a bright lustre, which remains for months. Dri-Glo is water repellent enabling it to retain a polish after hot coffee, tea or milk are spilled. *O-Cedar Corp.*, Chicago, Ill.

Furnace Humidifier

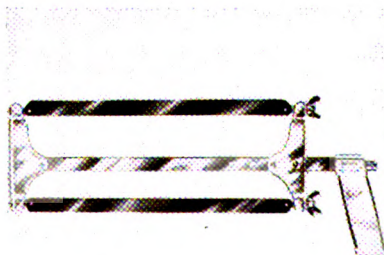
Model 2300 furnace humidifier fits any type of furnace with round, sloping or straight plenums. The unit functions efficiently in either gravity or forced air operation of coal, gas or oil heat. At full capacity, it affords 888 sq. in. of evaporating surface. Easy to install, the homeowner takes complete charge of cleaning and servicing his unit once it is installed. Illustrated servicing instructions are baked directly on the access plate. Equipped with Foam Glass float, chromed top seat



valve, deep tank and tank cover which drains splash or condensation back into the tank. *Viking Air Conditioning Corp.*, 5600 Walworth Ave., Cleveland 2, Ohio.

Hack Saw Frame

Atkins Duo-Kut hack saw frame holds two 10 or 12 in. blades of same length but different tooth points. Blades held rigid by wing-nut tighteners on square tension studs. One side $1\frac{5}{8}$ in. under back the other $2\frac{5}{8}$ in. under back to cutting edge. To turn frame, simply press with thumb on the release button at back top side of aluminum handle and turn frame to any of four cutting positions. *E. C. Atkins & Co.* 402 S. Illinois St., Indianapolis 9, Ind.



Sure Grip Holder

Stanley No. 205 sure-grip wrought steel holder, clip with rubber roller for holding hats, papers, reports, wall charts. Roller will not mark or crease. Holder is furnished in brown baked lacquer or other standard hardware finishes. Dis-



play card, CD-205, contains 12 holders in chromium finish. Card illustrations suggest how holder may be used. Space provided for retail price. *The Stanley Works*, New Britain, Conn.

Cup Marked Silexes

Silex glass coffeemakers now feature cup markings designating the measured water levels for four, six, and eight cups of coffee. Screened in white, the level indications are miniature cups and saucers with the quantity number inserted in the center. A line indicating steam connects the series of markings. *The Silex Co.*, Hartford 2, Conn.

in hardware merchandise . . .

FOR THE HARDWARE DEALER

Smoothie Sander

Clarke Smoothie Sander, model OS is easy to operate in horizontal, vertical and overhead positions. With a sanding surface of $4\frac{1}{2} \times 8$ in. it is powered by a G.E. shaded pole and operated on 115 volt AC 60 cycle current, delivering 3000 cycles per minute. Weighs $8\frac{1}{4}$ lbs. and is finished in baked enamel with abrasive paper clamps in nickel. Steel



parts are rust-proofed by Parkerizing process. *Clarke Sanding Machine Co., Muskegon, Mich.*

Evinrude Outboard Motor

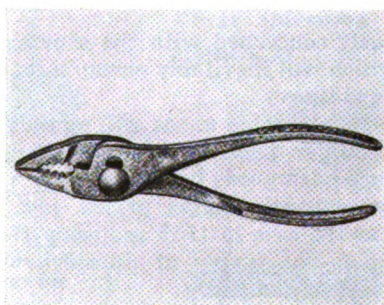
Big Twin outboard motor develops 25 hp. and weighs 85 lb. This motor features Roto-Matic control from trolling to speed of 30 m.p.h. Powerhead of the new model is twin-cylinder alternate firing type. The cylinder block is an aluminum die casting with hard iron sleeves cast in place and detachable die-cast aluminum cylinder heads. Crankshaft of molybdenum steel is counterbalanced with integrally forged balances. Powerhead is flex-



ibly mounted on combination synthetic rubber and stainless steel spring mountings. Gearshift, forward, neutral and reverse; 6 gal. Cruis-a-Day tank. Retail: \$390. *Evinrude Motors, Milwaukee 16, Wis.*

Slip-Joint Pliers

Thin nose combination 5 in. slip-joint pliers No. 11 has a thinner nose than the usual slip-joint. The



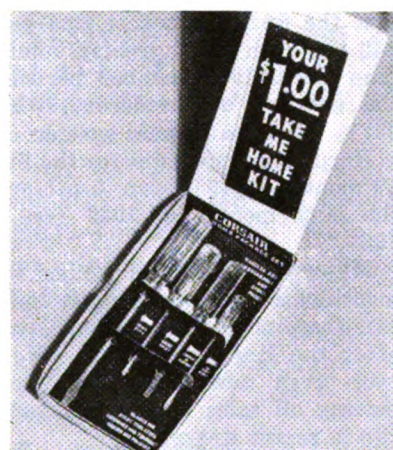
tool features: Staked nut preventing its working loose; high leverage cutter; sharp self-cleaning teeth; maximum strength jaw pattern; (Continued on page 122)

TO HELP YOU
SELL

NEW DISPLAYS
AND OTHER DEALER
SALES HELPS

Screw Driver Kit

Corsair Take Me Home Kit, a counter display unit in black and yellow holding four screw drivers for every purpose. A heavy duty driver for rugged work; cross point driver; a driver for cabinet and electrical work, and one for tiny jobs. Blades are of alloy tool steel, hardened and tempered. Rich



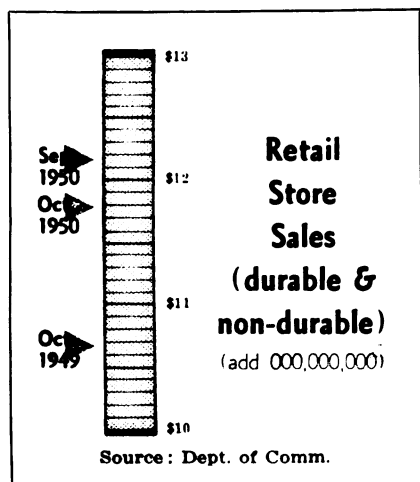
transparent amber handles of unbreakable shock-proof plastic. They do not absorb grease or oils. Unit measures $7\frac{1}{2} \times 4\frac{1}{2}$ in. wide. Retail: \$1. *Great Neck Saw Manufacturers, Inc., Mineola, N. Y.*

Mop Wrap

E-Z squeeze cellulose mop heads are now enclosed in individual car- (Continued on page 133)

How's the

HARDWARE BUSINESS?



Fourth quarter sales may top third period which was biggest ever . . . Reg. W caused sharp drop in outstanding credit . . . Wholesale prices rose to new peaks in November.

Fourth \$2 Billion Sales Year in Sight for Retail Hardware Trade

The retail hardware trade is practically assured of its fourth straight \$2 billion-plus year.

Even though retail store sales of all kinds in October were down 3 pct from September, it is expected that the final quarter of this year will show an even greater volume than the July-September period—the greatest ever recorded, when \$37½ billion sales were written.

Hardware store sales for the first 10 months of 1950 were 5 pct over the same months of 1949 (see p. 162).

Major item selling in the last two months has been at a slightly lower rate than in the period immediately after the Korean outbreak. However, even new autos have been moving off sales floors at a faster clip in recent weeks.

Current demand for major appliances has not kept pace with the full-scale production schedules of manufacturers, with the result that dealer stocks now are generally well-rounded.

Severe cutbacks and shortages in basic materials, such as cobalt, zinc, copper, steel, aluminum, rubber, plastics, etc., are still primarily the manufacturer's problem, and it will not be until sometime early next year that retailers will become seri-

All Retail Sales Down 3% in October

Sales by all retail stores, both durable and non-durable, in October, were estimated by the Office of Business Economics, Dept. of Commerce, to have been 3 pct lower than they were in the month of September, but there were 10.1 pct higher than they were in October, 1949.

The sales figures, adjusted for seasonable variations (shown graphically in the chart above), were: October, 1950, \$11,760 million; September, 1950, \$12,130 million, and October, 1949, \$10,678 million.

ously concerned with the shortages which will inevitably ensue in many hard lines.

Non-durable goods will again get a bigger play from the consumer once hard goods become scarcer and consequently higher priced, just as was the case in 1947 and early 1948 when the supply of durables was short of demand.

A new element will soon enter the business picture, recalling World War II headaches to makers and sellers alike—the call of about 100,000 men per month to the military services.

Additional 10% Zinc Cut Hard on Galvanized Ware

Galvanized ware manufacturers look for a sharp reduction in production as a result of the recent 10 pct cut in zinc supplies by the National Production Authority. Allotments in effect in recent months had already cut output about 50 pct and further curtailment by the end of the year is looked for as a result of the additional 10 pct slash in zinc supplies.

Zinc Shortage Cutting Galvanized Sheet Output

A cutback in the production of galvanized sheets on account of the zinc shortage was announced by the Inland Steel Co. Hjalmar Johnson, vice-president in charge of steel production, said that zinc stocks are so low that galvanizing operations must be geared to receipts of the metal, with cuts varying but reaching as much as 50 pct of capacity operations. The shortage, he said, was "aggravated by the Government's stockpiling."

Paint Prices Advanced By S-W, Glidden and D & R

Increases in paint prices have been announced by Sherwin-Williams Co., Glidden Co. and Devco & Co. (Continued on page 156)

A NEW WAY TO SELL MORE TOOLS!

PROTO* "STAR SALESMAN TOOLMART"

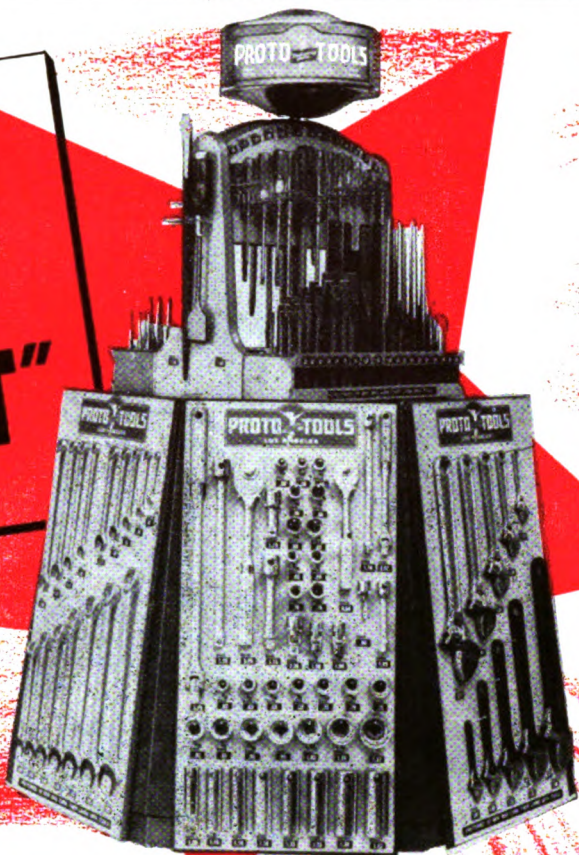
OTHER COMPLETE PROTO*

TOOL DEPARTMENTS...

"Profit Maker Toolmart" has six 2' x 2' display boards on a revolving, eye-level, three-sided stand that takes only 2 sq. ft. of floor space.



"Tool-O-Mat" is the greatest plus sales builder in the tool business. It is an easily set up, sturdy and colorful counter display, containing a minimum stock of fast-moving tools. It is designed for impulse purchases, giving prices and selling points.



Here is a merchandiser that will give you new ideas about tool selling. The "Star Salesman Toolmart" combines everything you need in an impulse sales-stimulator: FAST MOVING STOCK (contains only the most popular tools) ATTRACTIVE STAND (with seven 1'x2' display boards and a rack), EASY TO SELL FROM (tool positions shadow-marked — numbers and prices shown), SPACE-*SAVING* (easily fits on counters) and EYE-CATCHING (has colorful, illuminated sign). The PROTO* "Star Salesman Toolmart" is a *complete* tool department with tools, stand, FREE display boards and sales aids. Get into the *profitable* tool business. Order a "Star Salesman Toolmart" today. Write for more details to

PLOMB TOOL COMPANY

2227A Santa Fe Avenue
Los Angeles 54, Calif.

*PROTO means PROfessional TOOLs.
It's the new name for the tools that have been preferred by users for 43 years. For *really* fine tools, look for the PROTO sign.



5089

REG. U.S.
PAT. OFF.

LOS ANGELES

MADE
IN U.S.A.



"Why, Mr. Ellis . . . don't you know that
EVERYTHING HINGES ON HAGER!"

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
 Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



© 1950

ATKINS



PRODUCTS

WISH YOU ALL A

Merry Christmas
AND A
Happy New Year!





E.C. ATKINS AND COMPANY
INDIANAPOLIS INDIANA





INFORMED OIL APPLIANCE SALESMEN INCREASE VOLUME AND TURNOVER!

Do *your* salesmen know that a Vaporizing Oil Heater, combined with A-P Automatic Comfort Control, is the *most economical, most modern* way to heat a small home?

When you tell your men that a Space Heater with this
 A-P Control . . . plus this A-P Comfort Control
 Top  Thermostat  and Transformer 
 will give every small home owner or renter the cheapest heat and the most comfort, they'll sell the combination easily and enthusiastically. It means greater volume and greater profits to you. And you can sell the A-P Automatic Comfort Control to present owners of Oil Heaters made since 1939, equipped with A-P Controls.

AUTOMATIC PRODUCTS COMPANY

2442 North Thirty-Second Street, Milwaukee 45, Wisconsin



DEPENDABLE
 OIL *Controls*

Standard Equipment on Vaporizing Oil Burning Heaters,
 Furnaces, Floor Furnaces, Water Heaters.



This banner will help you. It's a national slogan for *dependable heat accurately controlled*. Ten million readers of National magazines will see it — and look for it in your store. **DON'T** let this selling opportunity go by. Use the banner on your heaters, windows, walls. Identify your store with the Dependable A-P Control and A-P AUTOMATIC COMFORT CONTROL.

Write us, or your heater manufacturer or distributor for these banners. They're free.

TIME TO

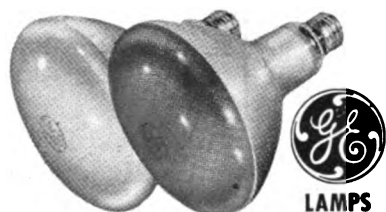
CASH IN WITH



G-E SUN AND HEAT LAMPS!



Here's how to do it . . .



G-E Sunlamp —
for that summer-
tan look . . . \$8.50

G-E Heat Lamp —
to soothe muscular
aches . . . \$1.10, \$2.95

STOCK 'EM! Now that cold weather's here, more folks are in the market for G-E sunlamps and heat lamps. And General Electric's Sun and Heat Lamp Promotion is out to sell 'em! It starts November 1st. So get stocked up on sunlamps and heat lamps now. They're high profit items, and this is the time of year you can sell them in *volume*.

SHOW 'EM! All through November, December and January, there'll be General Electric advertising on sun and heat lamps. Ads in Look and the Post. Commercials on the Fred Waring TV show. Spot radio. Cash in on this advertising by displaying G-E sun and heat lamps in your store. Ask your G-E lamp supplier for display materials.

SUGGEST 'EM! You'll find plenty of chances to suggest sunlamps or heat lamps. Folks with children are extra good sunlamp prospects. And virtually everyone can use a heat lamp — for therapy, drying nail polish, many other uses. Plan now to tie in with the big General Electric Promotion, and get your share of extra Fall profits!

GENERAL ELECTRIC

Digitized by Google



Fencing you'll sell again and again

Here's top value in Woven-Wire Fence, Barbed Wire, and Studded "T" Fence Posts. Bethlehem fencing supplies look good in your store displays. But the real pay-off is the lasting satisfaction they give to farmers, poultry raisers and others who want a really well-built fence.

Bethlehem Fence has these popular features:

- ★ Tightly wrapped hinge joints . . . for long, hard service
- ★ High-quality zinc coating . . . wards off rust and corrosion

★ Tough, full-gage wires . . . for strong, permanent fencing

★ Springy tension curves . . . that keep fence tight and trim

Ask your jobber about Bethlehem Fence, Barbed Wire, Steel Fence Posts. He carries standard sizes to meet all farm requirements.

**BETHLEHEM STEEL COMPANY
BETHLEHEM, PA.**

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation.



BARBED WIRE



BALE TIES



AUTOMATIC
BALER WIRE



NAILS AND STAPLES



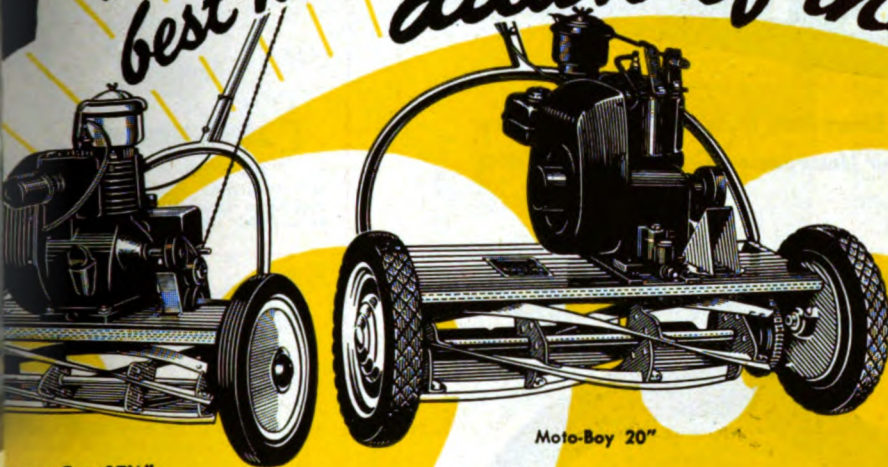
FENCE POSTS



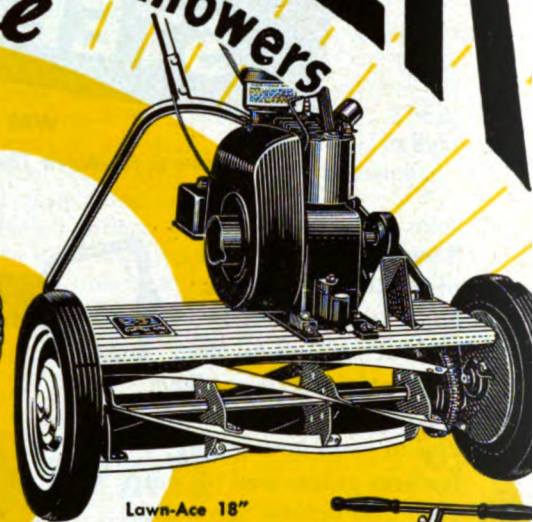
CLOTHES LINE

MOTO-MOWER

best known name in power lawn mowers
dawn of the



Moto-Boy 20"



Lawn-Ace 18"



Scout 22"



Roto-Mower 16" and 20"



LawnKeeper 24"

nd

year

New models of MOTO-MOWER for 1951 are now supplied with (1) an Idler and control that allows a Free Handle, (2) Recoil Starter, (3) Weed Topper. The Weed Topper is an exclusive feature of the "Moto-Boy" and "Scout" models, while the Recoil Starter is found on the "Scout" and "Lawn-keeper". In addition to the one model of whirl blade type, "Roto-Mower 20", which was available last year, in 1951 there will be a "Roto-Mower 16". These models of MOTO-

MOWER are driven by a vertical shaft motor which provides direct application of the power to the horizontal whirl blade of this type of mower, greatly simplifying its design and manufacture. The entire hardware line of MOTO-MOWERS consists of seven different models; Five reel types, sizes 17½" to 24" and two horizontal (whirl blade) types, 16" and 20". There is a model to fit every pocketbook—to meet all competition—write for complete information.

The MOTO-MOWER Company DETROIT 1, MICH.

Digitized by Google

**TOPS IN
SALES APPEAL!**

NEW Starrett STEEL TAPES

*With Smart New Style and Convenient New
Features to Match Their Unsurpassed Quality and Accuracy*

Always the first choice of mechanics, farmers, engineers, surveyors, contractors and oil men — Starrett Precision Steel Tapes now have new "eye appeal" and new selling features guaranteed to boost sales and profits. Show these new Starrett Tapes, display them, feature them in your advertising and selling. Right now when there's a great need for steel tapes, make sure your customers know you stock and sell Starrett Steel Tapes for every need.

*Available in Both English
and Metric Graduations*



NO. 530 CASE TAPES

- Handsome and Extra-Durable Red Artificial Leather Covering Over Plated Steel Liner. Contrasting Bright and Satin Nickel Plated Trim and Mountings.
- $\frac{3}{8}$ " Wide Steel Tape Line with Ring and Patented Folding Tape Hook.
- Durable, Easy-to-Read, Bright Steel Graduations on No-Glare Black Background.
- Flush, Folding Winding Handle with Push-Button Release.
- 25, 50, 75 and 100 foot lengths.

THE COMPLETE Starrett LINE

TAPES FOR EVERY NEED



NO. 510 CASE TAPES — A Quality Tape With Genuine Hard Leather Case Strongly Stitched Over Plated Steel Liner. 25, 50, 75, 100 ft. lengths.



No. 500 POCKET TAPES
 $\frac{1}{4}$ " Wide Tape; Nickel Plated Case; Push-Button Spring Wind; 36, 60, 72, 96 and 120" lengths.



No. 537 FRAME TAPES
Non-Clogging, Easy-To-Clean, Heavy Duty Nickel Plated Frame with Removable Hardwood Handle; Flush, Folding, Winding Handle. 25, 50, 75, 100 ft. lengths.



No. 507, 508, 509 "OILGAGER" TAPES AND BOBS
Specially Designed for Tank Gaging Heavy and Light Oils, Gasoline, etc. Bobs for Measuring Inage or Outage. In all standard lengths.



No. 705 NEW TAPE WIPER
Fits all Starrett Frame Tapes — Cleans As You Wind.

TRADE MARK
Starrett
REG. U.S. PAT. OFF.

Standard of Precision

STOCK AND SELL THE COMPLETE LINE

Mechanics' Hand Measuring Tools and Precision Instruments
Dial Indicators • Steel Tapes • Precision Ground Flat Stock
Hacksaws, Band Saws and Band Knives



THE L. S. STARRETT CO. • World's Greatest Toolmakers • ATHOL, MASSACHUSETTS • U. S. A.

POP THESE WIZARDS FROM NATIONAL MAGAZINES

—to create new
customers for you

Want us to send YOU inquiries we receive from folks in your neighborhood?

Here's the story: Every month we advertise our "Wizards with Wood"—Firzite, Satinlac and Weldwood Glue—in over 20 magazines like those illustrated. These magazines are read by over 10 million people. Many write us for dealer's name . . . and more information.

Here's where you come in. We refer these local inquiries to dealers like yourself—providing you're registered with us. All you have to do is mail the coupon below.

Every foot of fir plywood sold—(over 40 million feet per week!)—means business for FIRZITE. And there are similar fine sales possibilities for Satinlac and Weldwood Glue. Don't lose customers—carry all 3 in stock!

FIRZITE Tames that wild grain in fir. As an under seal it tightly seals the pores . . . virtually prevents grain rise and checking . . . readies the surface smooth for paint, stain or enamel. For blond, pickled wiped or tinted effects on all woods, recommend **WHITE FIRZITE**. (In pints, quarts, gallons)

SATINLAC The modern trend is for natural wood finishes. SATINLAC brings out and preserves natural grain and beauty of any plywood or solid wood. Avoids that "built-up" look—will not turn yellow or darken with age. "Water-white", easy to brush or spray; dries ready for next coat in 3 or 4 hours. (In pints, quarts, gallons)

WELDWOOD GLUE

To make things or fix things, recommend Weldwood Glue—America's largest selling glue, for all wood-to-wood bonds. Mixes easily with water. Stain-free, rot proof, highly water-resistant! 15¢, 35¢, 65¢, 95¢ and larger sizes.

**ALL KINDS
OF DEALER HELPS**
to identify YOUR store
with these
WIZARDS with WOOD

Display panels . . . litho displays . . . metal signs . . . newspaper ad mats . . . folders, we go all out to help you—the dealer—tie in to our national ad program. Mail coupon for full information.

UNITED STATES PLYWOOD CORPORATION

Dept. 156, 55 West 44th Street, New York 18, N. Y.

We carry in stock:

☐ Weldwood Glue ☐ Firzite ☐ Satinlac

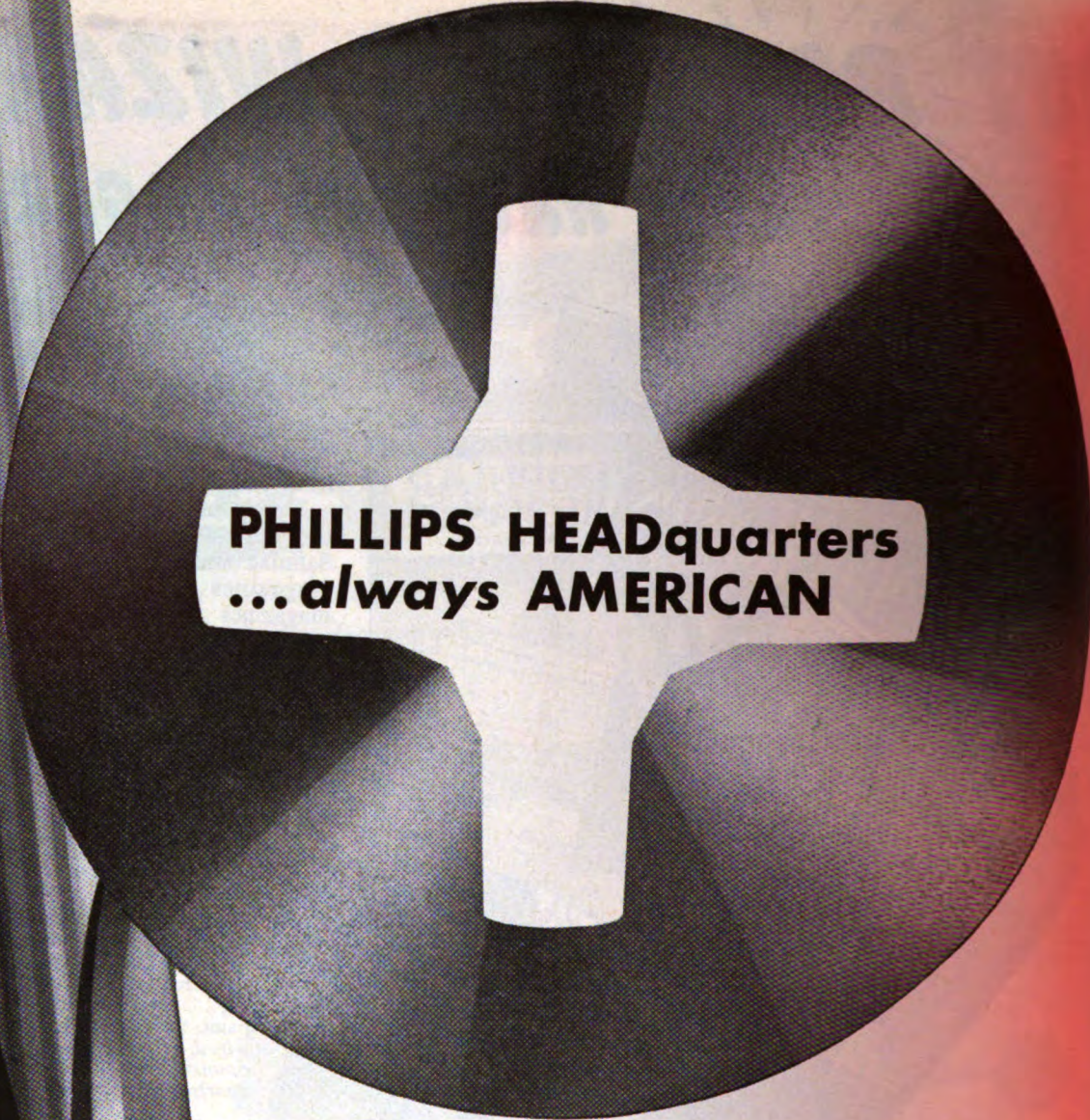
Glad to have you refer your ad inquiries to us.

☐ We are interested in Firzite, Satinlac and Weldwood Glue. Please send full information free.

Name _____

Address _____

Jobber's Name _____



PHILLIPS HEADquarters
... *always* **AMERICAN**



**4-WINGED DRIVER CAN'T SLIP OUT
OF PHILLIPS TAPERED RECESS**

Sell the profit-protection of easy-handling, straight-driving, non-skid Phillips Screws...the modern fastenings that cut assembly time as much as 50%.

And sell, *too*, the uniform quality, top "know-how," and unmatched research facilities that are the *special* advantages of AMERICAN Phillips Screws.

What's more, the Phillips recess is now being sold (every month, through the Saturday Post) as a buyer's guide to quality in all types of Phillips-fastened products.

Whenever you *think* of Phillips Screws, remember that it pays to *say* (and sell): "AMERICAN Phillips Screws!"

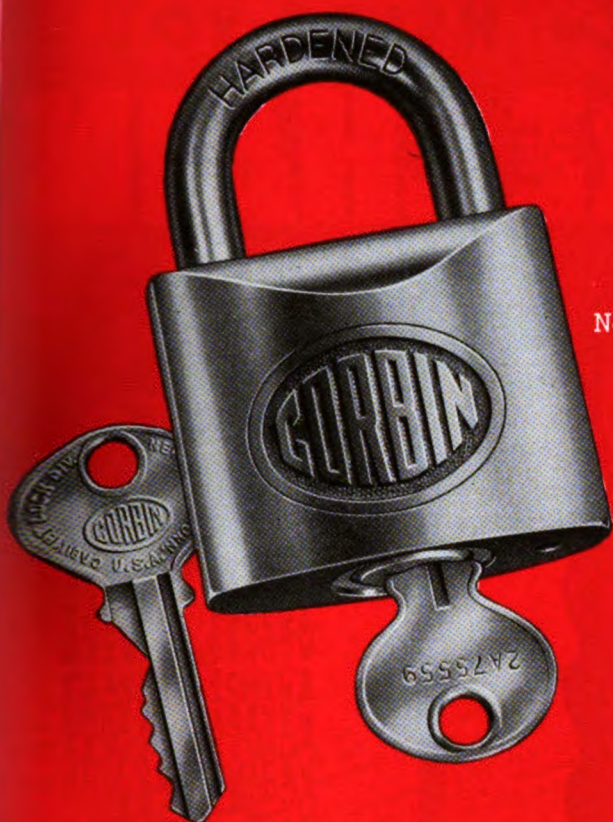
AMERICAN SCREW CO., WILLIMANTIC, CONN.



AMERICAN
PHILLIPS *Screws*



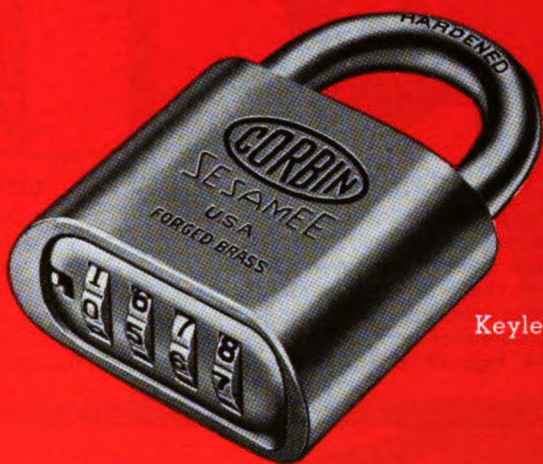
ALL TYPES
ALL METALS: Steel,
Brass, Stainless Steel,
Aluminum, Monel,
Everdur (silicon
bronze)



No. 2883



No. P75



Keyless 436 Sesamee

THREE PREEMINENT PADLOCKS THAT SATISFY PUBLIC DEMAND

The 2883 extruded brass padlock with pin tumbler mechanism is the world's finest. No. P75 die cast padlock with a new non-scratchable enamel finish is a popular priced rugged all purpose padlock unequaled in its price class.

Keyless 436 Sesamee — a personal padlock of forged brass with 10,000 possible combinations which can be changed by user.

Stock all three to meet every request for a good padlock.



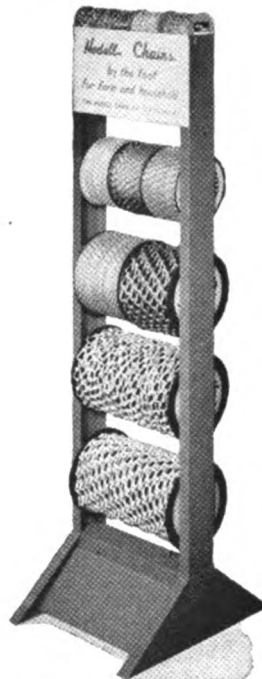
CORBIN CABINET LOCK DIVISION
AMERICAN HARDWARE CORP. NEW BRITAIN, CONN.

HOW *Hodell* HELPS YOU SELL MORE CHAIN



COUNTER DISPLAY

An assortment of the four fastest selling patterns of popular small chain—spooled for easy handling. Each spool contains 50 ft. of chain. Four spools, packed in attractive display carton illustrated.



CHAINVENDER

An attractive, compact, chain department in just two square feet of floor space. Choose from six different chain assortments tailored to meet consumer preference in different areas of the country. Dimensions: 54" high, 18" deep, 15" wide.



DOG CHAIN DISPLAY

Attractive 2-color metal display hanger, furnished complete with 12-chain assortment. Popular "Bulldog" pattern in leash or dog chain styles, with a choice of several assortments. Available in bright or nickel-plated finishes.



THE "FOUR LITTLE DRUMS"

The four most popular sizes of electric welded-proof coil chain neatly packed in fibre drums—for easy handling, attractive display and convenience in reshipping. Drums contain 50 and 100 ft. continuous lengths, including the following sizes: $\frac{3}{16}$, $\frac{1}{4}$, $\frac{5}{16}$ and $\frac{3}{8}$ inch.

HODELL CHAIN COMPANY

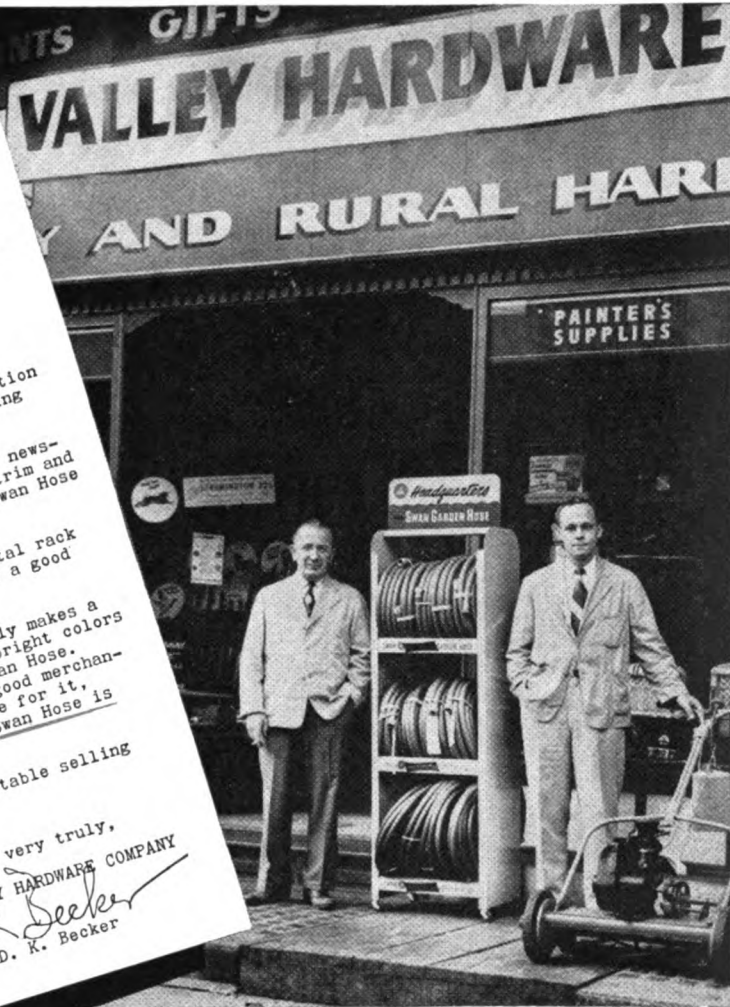
Established 1886 • CLEVELAND 3, OHIO

A division of — THE NATIONAL SCREW & MANUFACTURING COMPANY

**YOUR HODELL
SALESMAN**

... will give you full information on the complete Hodell line ... write us direct.

"Swan Garden Hose is at home in our store!" *says* VALLEY HARDWARE CO., Parkersburg, W. Va.



W. O. MUNCEY, PRESIDENT
D. K. BECKER, SECRET-TREAS.

VALLEY HARDWARE CO.
408 SEVENTH STREET
PARKERSBURG, W. VA.

September 20, 1950

Mr. M. W. Miller, Sales Manager
Swan Rubber Company
Bucyrus, Ohio

Dear Mr. Miller:

We, at the Valley Hardware wish to express our appreciation for the splendid cooperation you have given us in helping us in the process of selling your product.

Your colorful national advertisements, plus your free newspaper mats, envelope stuffers, postal cards, window trim and other retail selling aids have helped us sell more Swan Hose and increase our profits!

Best of all is your Display Merchandiser. This metal rack affords good mobile display and permits us to show a good stock of hose in a small space the year around!

Swan's ten and fifteen year guaranteed hose really makes a hit with our customers. This coupled with the bright colors and feel of quality greatly helps in selling Swan Hose. Our customers are, generally, people who want good merchandise, and are willing to pay a reasonable price for it, particularly if it is guaranteed. Therefore Swan Hose is at home in our store!

With every wish for many more mutually profitable selling seasons, I am,

Yours very truly,
THE VALLEY HARDWARE COMPANY
D. K. Becker
D. K. Becker

Left to right: Mr. W. O. Muncey, President, and Mr. D. K. Becker, Secretary-Treasurer, Valley Hardware Co., Parkersburg, W. Va.

Swan is the fastest-selling, most profitable line of garden hose on the market!

If you are not selling Swan Garden Hose, ask your hardware jobber to give you complete information on Swan's 1951 garden hose program today.

It's tailor-made for the hardware trade!



SWAN RUBBER COMPANY • BUCYRUS, OHIO

World's Largest Manufacturer of Garden Hose

BH&G

Better Homes and Gardens

Serving more than 3,500,000 families
December 1950 • 25c In Canada 35c

BIG

sales-builder for hardware



Beyond its 3½-million circulation,
Better Homes & Gardens is plenty **BIG**
in other ways, too, that benefit your business

It's mighty important to you that Better Homes & Gardens is one of the three biggest magazines read with equal interest by men and women. But here are some facts that make this even more significant to the hardware trade:

BIG in power tool ownership—1 out of 3 reader-families own power tools!

BIG in merchandising influence—A manufacturer of plastic-finished wall panels says: "4 out of 5 building supply and hardware dealers voted BH&G the magazine having 'the greatest influence on their customers.'"

BIG in reader responsiveness—A leading home workshop manufacturer states: "We received 200 orders for our workshop after our small ad appeared in BH&G."

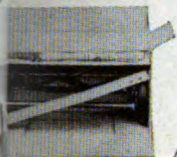
So it's easy to see what a BIG sales help it is to your brands when they're advertised to Better Homes & Gardens' 3½-million families.



Serving a **SCREENED MARKET** of 3½-Million Better Families



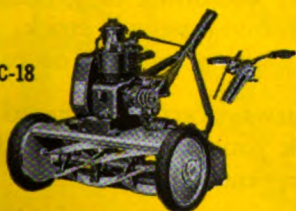
IS UNIT BOXED
(usive! Patented!



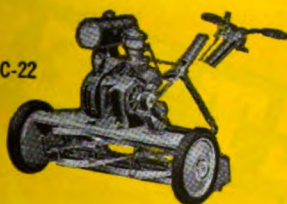
New Rotary
MODEL 51...



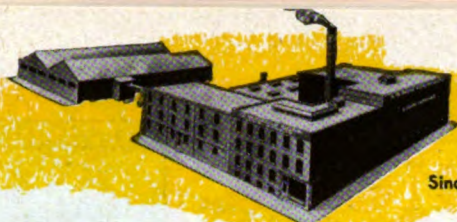
Heavy-Duty
DEL B&S-18 or C-18



Heavy-Duty
DEL B&S-22 or C-22



Exclusive Davis Safety FLEX-A-MATIC CLUTCH
A V-Belt Automatic Transmission. Eliminates necessity for separate clutch-control lever. Fully automatic. Simplest.



Since 1902

BUILT THE BEST!

**priced for
volume sales**

**Biggest value in 18" Power Mower
Sales Leading Davis 50/50**

Every quality feature plus exclusive DAVIS safety Flex-A-Matic Clutch. Simplest. Safest.

- Briggs & Stratton or Clinton 1.1 H.P. Engine (Optional)
- Hyatt Automotive Precision Roller Bearings
- Semi-Pneumatic Rubber Tires
- Flex-A-Matic Clutch with Full Safety Release**

Complete Line of
POWER and HAND MOWERS
All Prices

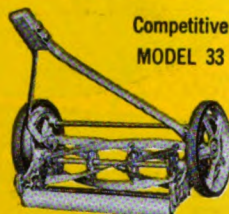
• Since 1902, the name DAVIS has stood for precision manufacturing—and greater value at lower cost for its customers . . . Only DAVIS gives you:

- Sales-leading DAVIS 50/50. Safest. Simplest. Today's *greatest value*.
 - Heavy-duty models B&S-18 or C-18 and B&S-22 or C-22 . . . *heavyduty value leaders*.
 - New rotary model 51. Cuts tall grass to carpet smoothness. *Sets new standards of quality and performance*.
 - Four superlative hand mowers—Competitive 33, 4-square 66, Whispering 77 and Whispering 88. DAVIS *streamlined beauty and mechanical perfection—in every price class*.
 - More DAVIS national advertising—to *pre-sell your best prospects*.
- Lead with DAVIS in '51. Place your requirements NOW to insure delivery. See your Jobber . . . or write us for full details.*

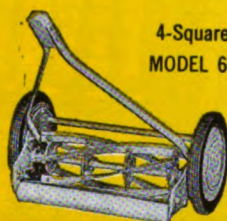
G. W. DAVIS CORPORATION

Richmond, Indiana, U.S.A. • Established 1902

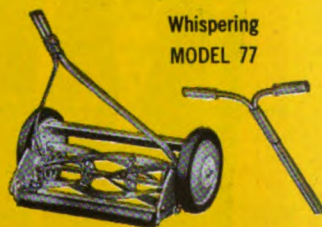
Competitive
MODEL 33



4-Square
MODEL 66



Whispering
MODEL 77



Whispering
MODEL 78



MORE
DAVIS NATIONAL ADVERTISING

In leading "home" consumer magazines—to pre-sell the best prospects in your community.

Digitized by

**TOOLS
IN VIEW
SELL
FOR YOU!**

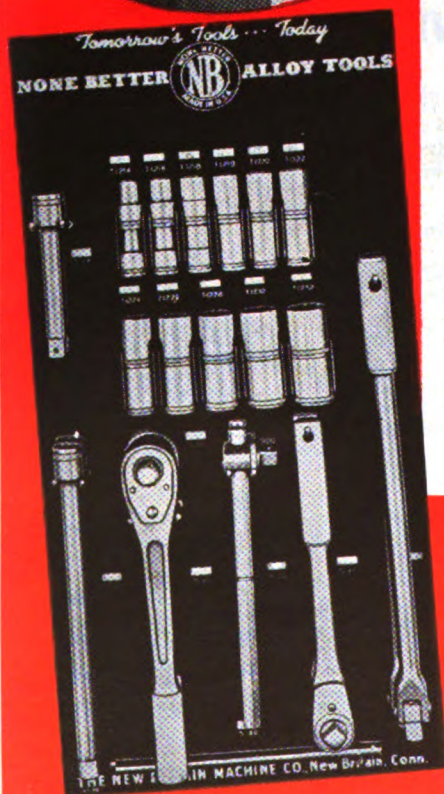


PUT THIS HARDWARE DISPLAY OF FAMOUS NONE BETTER TOOLS TO WORK FOR YOU!

I NEED *THAT* . . . I NEED *THAT* . . . I NEED *THAT* . . . over and over again NONE BETTER TOOL BOARDS stop the customer and make the sale for you. No guessing as to size, no "make-up-your-mind" delays while other customers wait, etc! It's the modern, streamlined SEE—SELECT—SERVE—SELL technique that increases sales and profits.

These sturdy NONE BETTER TOOL BOARDS are tailored to fit *your* store's needs . . . they SELL when set up on the counter . . . they SELL when hung on the wall. In units 1 ft. x 2 ft., they make the most of small surface areas and are readily combined to give maximum selection with minimum investment in stock. And for stock control — there's nothing simpler or easier!

Get your share of the always active demand for NONE BETTER Tools. Ask your jobber for the facts on this NONE BETTER program today.



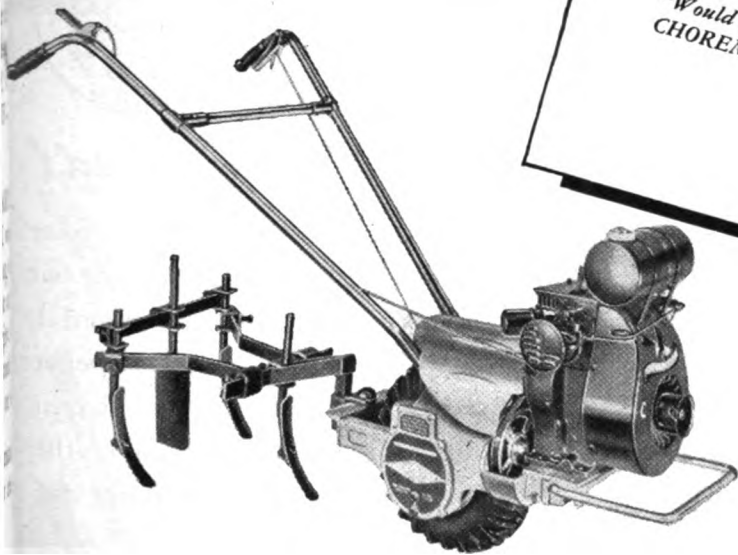
**NONE
BETTER
Tools**

THE NEW BRITAIN MACHINE COMPANY
New Britain, Conn.

DEALERS

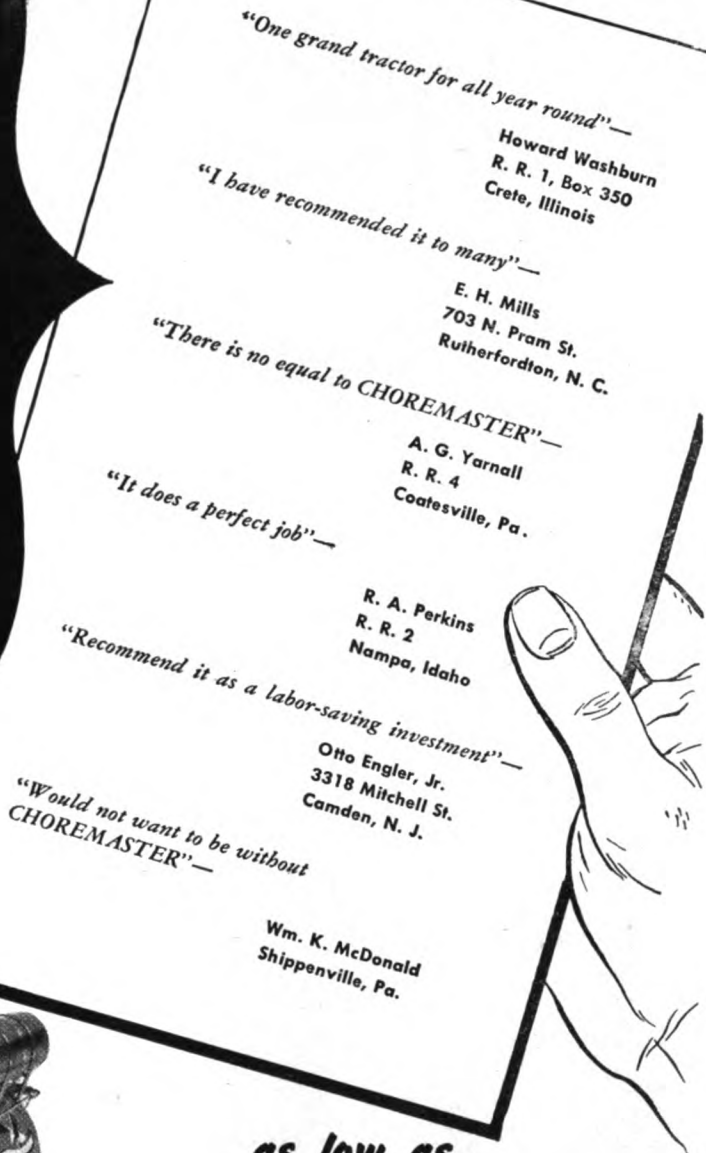
Meet your
hardest-working
salesmen...

CHOREMASTER
TRACTOR OWNERS



Thousands of satisfied Choremaster owners are your best salesmen. Judge their enthusiasm by their comments quoted above.

For farm and suburban use, the CHOREMASTER quickly pays for itself, performing tasks unsuitable for heavy, more expensive equipment. A complete line of models and attachments offer more profit opportunities.



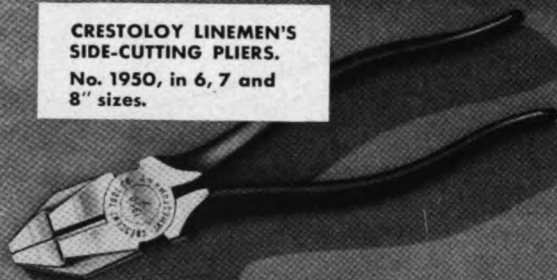
as low as
\$148⁰⁰
1½-3 H. P.

CHOREMASTER is so widely accepted by farm and suburban users, you're missing important and profitable sales if you don't have CHOREMASTER on your floor. Write for details on dealership and powerful selling helps.

CHOREMASTER DIVISION The Lodge & Shipley Company
828-12 Evans Street
Cincinnati 4, Ohio



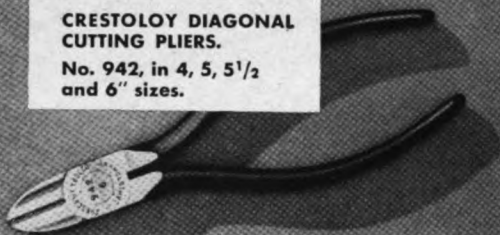
**CRESTOLOY LINEMEN'S
SIDE-CUTTING PLIERS.**
No. 1950, in 6, 7 and
8" sizes.



**CRESTOLOY END
CUTTING NIPPERS.**
No. 72, in 6 & 7" sizes.



**CRESTOLOY DIAGONAL
CUTTING PLIERS.**
No. 942, in 4, 5, 5 1/2
and 6" sizes.



**CRESTOLOY LONG
NOSE PLIERS.**
No. 1033, in 6 & 7" sizes.
Also No. 654, same
except with side cutter.



**CRESTOLOY HEAVY
DIAGONAL CUTTING PLIERS.**
No. 542, in 7" size only.



**CRESTOLOY LONG FLAT
NOSE, SIDE-CUTTING PLIERS.**
No. 650, in 7" size only.



CRESTOLOY PLIERS

are individually tested!

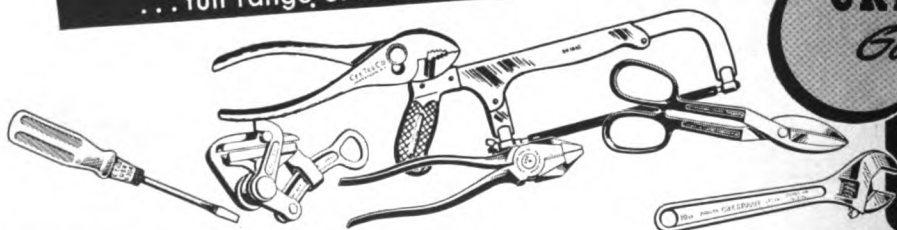
Crestoloy Pliers take all the guesswork out of plier buying, because Crescent has taken all the guesswork out of plier making. Rigid specifications establish the material, design, workmanship, tests and inspection of these better tools. Strict adherence to these specifications is maintained by continuous tests and relentless inspection of the *individual* tools. Every plier carries the Crestoloy tag certifying that it has been individually tested.

**Don't Overlook
CRESCENT SLIP-JOINT PLIERS**
Made in six different patterns
... full range of sizes.



CRESCENT TOOLS
Give Wings to Work

*Sign of the Artisan
Symbol of Excellence*



"Crescent" is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by
CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK

STANDARDS and SPECIALS by the Millions

THE FERRY CAP & SET SCREW CO.

2155 SCRANTON ROAD • • • CLEVELAND 13, OHIO

"SHINYHEADS"

America's Best Looking Cap Screw
Made of high carbon steel—AISI C-1038—to standards for Full Finished hexagon head cap screws—bright finish. Heads machined top and bottom. Hexagon faces clean cut, smooth and true, mirror finish. Tensile strength 95,000-110,000 p.s.i. Carried in stock.



"HI-CARBS"

Heat Treated Black Satin Finish
Made of high carbon steel—AISI C-1038. Furnished with black satin finish due to double heat treatment. Hexagon heads die made, not machined. Points machine turned; flat and chamfered. Tensile strength 130,000-160,000 p.s.i. Carried in stock.



"LO-CARBS"

Made of AISI C-1018 steel—bright finish. For use where heat treatment is not required and where ordinary hexagon heads are satisfactory. Hexagon heads die made to size—not machined. Points machine turned. Tensile strength 75,000-95,000 p.s.i. Carried in stock.



SET SCREWS

Square head and headless—cup point. Case hardened. Expertly made by the pioneers in producing Cup Point Set Screws by the cold upset process. Cup points machine turned. Carried in stock.



FILLISTER CAP SCREWS

Heads completely machined top and bottom. Milled slots—less burrs. Flat and chamfered machined point. Carried in stock.



FLAT HEAD CAP SCREWS

Heads completely machined top and bottom. Milled slots—less burrs. Flat and chamfered machined point. Carried in stock.



"SHINYLAND" STUDS

All studs made steam-tight on tap end unless otherwise specified, with flat and chamfered machined point. Nut end, oval point. Land between threads shiny, bright, mirror finish. Carried in stock.



ADJUSTING SCREWS

Valve tappet adjusting screws—Hexagon head style—to blue print specifications—hexagon head hard; polished if specified—threads soft to close tolerance—points machine turned; flat and chamfered.



CONNECTING ROD BOLTS

Made of alloy steel—heat treated—threads rolled or cut—finished to extremely close thread and body tolerances—body ground where specified. Expertly made by the pioneers in producing connecting rod bolts by the cold upset process.



SPRING BOLTS

Case hardened to proper depth and ground to close tolerances. Thread end annealed. Supplied in various head shapes, with oil holes and grooves of different kinds, and flats accurately milled.



FERRY PATENTED ACORN NUTS

For ornamental purposes. Steel insert—steel covered. Finish: plain, zinc plated, cadmium plated. Size: 9/16", 3/4", 15/16" across the flats.



Tapped 1/4" to 3/4" inclusive. Cross section of Ferry patented acorn nut, showing how steel hexagon nut fits snugly into shell.



STANDARDS

carried by
LEADING
DISTRIBUTORS

* SPECIALS

furnished to
BLUE PRINT
SPECIFICATIONS

WRITE FOR
INFORMATION

SEND FOR SAMPLES

Pioneers and Recognized Specialists, Cold Upset Screw Products since 1907

FOR CHRISTMAS PUSH THESE

Guns of the Month

Give yourself
a profit-present—
feature these "22's" in

DECEMBER



His first rifle—any boy's biggest thrill! It's your profit opportunity of the year, too. Display these Stevens "22" values... feature them in your advertising and merchandising—and watch your arms volume soar in December. Incidentally, remember that in the complete Savage-Stevens-Fox line, there's a gun to delight "boys" from 6 to 60! Keep guns out front in your Christmas promotion.

Why These Rifles Are The Best Christmas Gifts--

MODEL 87—THREE RIFLES IN ONE

—instantly adjustable as an auto-loader, bolt action repeater, or single shot—an exclusive Savage feature. As auto-loader, shoots .22 Long Rifle cartridges; as bolt action repeater or single shot, shoots .22 Long Rifle, .22 Long, or .22 Short cartridges—regular or high speed.

Simplest, most trouble-free action of any .22 auto-loader. Easily disassembled for cleaning without tools.

Famous Stevens accuracy. Precision rifled "to hit where you aim."

One piece stock with broad fore-end for firm grip, steady holding.

Available with standard or peep sights.

MODEL 15—LOW COST VALUE

Just the rifle for the beginner—a low cost, single shot "22"—perfect for teaching youngsters handling and care of firearms. Strong, simple mechanism. Hand-cocking action provides ideal safety precaution. Newly designed bolt handle directly above trigger for fast operation. Shoots .22 Long Rifle, .22 Long, or .22 Short cartridges—regular or high speed. Large, well-proportioned, one-piece stock. 24" barrel. Gold bead front sight and open middle sight with elevator.

STEVENS
MODEL 87
.22 Cal.
Auto-Loading Rifle

STEVENS
MODEL 15
.22 Cal.
Single Shot Rifle

FOR YEAR ROUND PROFIT

... write for your copy of the Savage Sales Handbook. Outstanding features of all Savage, Stevens and Fox models ... talking points for your salespeople ... advertising, display and merchandising material for direct tie-in with Savage's national advertising ... it's everything you need to promote the "Guns of the Month" every month!

SAVAGE ARMS CORPORATION
Firearms Division Chicopee Falls, Mass.



SAVAGE • WORCESTER Power and Hand Load Mfg.

Shakespeare's Big News for 1951

NEW DIRECT DRIVE REELS with **LQT*** Magic NYLON Gears (Lighter,* Quieter,* Tougher*)

Now—the makers of fiber glass Wonderods bring you *Direct Drive Reels with Magic Nylon Gears*—reels just as new, sensational, revolutionary, as the Wonderod! Three years of the toughest testing, under severest conditions, have proved them the finest ever for *casting ease, ruggedness, smoothness and downright dollar value.*

"LQT" Nylon Gears and Shakespeare Direct Drive construction are the *twin secrets* of their amazing performance. Nylon Gears give you feather-lightness—velvet-smooth operation—long, effortless casts—toughness that outwears metal! Direct Drive construction does away with extra gears—*two* Nylon Gears do the work of the usual four; and Direct Drive construction gives you the *greatest sturdiness ever built into reels!*

For the fishing thrill of a lifetime, get one of these great new reels today, at your sports store—the greatest development in reels since Shakespeare introduced the level wind!

MAGIC NYLON MAKES THESE DIRECT DRIVE REELS THE WORLD'S FINEST!



Lighter

NYLON gears weigh only one-third as much as metal. Two gears do the work of the usual 3 or 4... giving even greater lightness.



Quieter

NYLON gears are "quiet as a cat on a carpet." Nylon absorbs sound—metal conducts sound.



Tougher

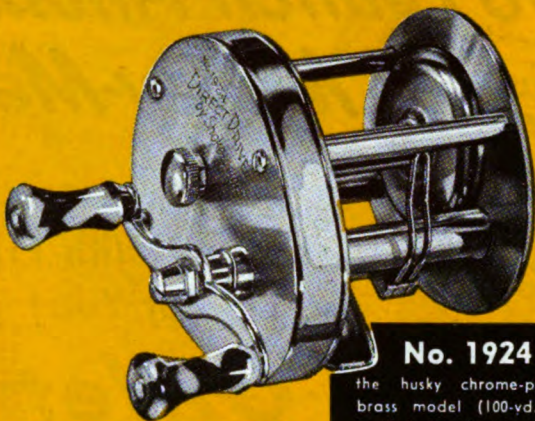
NYLON gears outwear metal by far! Scientific laboratory tests prove beyond doubt Nylon's greater resistance to wear and abrasion.

Shakespeare

RODS • REELS • LINES • BAITS

MORE SALES! MORE PROFITS! MAIL COUPON
NOW FOR NEW TRADE CATALOG...

3 Models—Sensational Low Prices



No. 1924

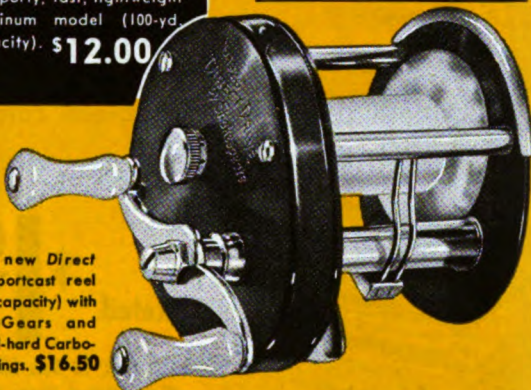
the husky chrome-plated brass model (100-yd. capacity) for fresh or salt water.

\$12.00

No. 1926

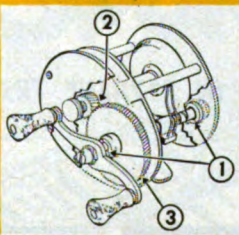
the sporty, fast, lightweight aluminum model (100-yd. capacity).

\$12.00



Also a new Direct Drive Sportcast reel (50-yd. capacity) with Nylon Gears and diamond-hard Carboloy bushings. **\$16.50**

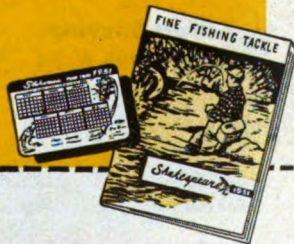
WHY DIRECT DRIVE Reels with NYLON Gears Cast Better, Last Longer than Any Reels Made!



- 1 Crank is directly connected to carriage screw and supported by EXTRA LARGE bearings on BOTH ends—the sturdiest construction ever used in reels!
- 2 Two extra-tough NYLON gears do the work of the usual 3 or 4 metal gears... less wear, less weight, longer, easier casting.
- 3 Feather-light NYLON gears mean a quieter, smoother, freer-running reel.

BOTH FREE!

Big, Colorful, 1951 Tackle Book and Fishing Calendar! Shows best days to fish, best ways to fish, newest in rods, reels, lines, baits. Special features: casting lessons, fishing tips by U. S. Champion Ben Hardesty. Mail coupon today!



Shakespeare Company
Dept. 1A-12
Kalamazoo 2, Michigan
Rush new 1951 Shakespeare trade catalog to:

NAME.....
ADDRESS.....
CITY..... ZONE..... STATE.....

Gillette Airs Bowl Games

To Launch Another Great Money-Making Year For You!



Loaded With Profits
For You!

Gillette SUPER-SPEED RAZOR

and IMPROVED 10-blade
Dispenser with
used-blade compartment

Retail **\$1.00**
\$1.75
VALUE

Your cost, 12 Sets Mounted in Two
Mighty Midget Metal Display Racks

\$9.00

IN STYRENE TRAVEL CASE

Stock and Display the Full
Gillette Line and Watch
Your Sales Zoom!

● Over and over on New Year's Day Gillette will tell its vast Bowl Game audiences about these profit-packed Gillette products... urge the men in *your* neighborhood to visit *your* store and buy! Millions will hear Gillette's hard-selling commercials by radio. Millions more will see and hear them over television when the special Bowl Games film is aired the next day. Dress up your windows and be sure you have plenty of Gillette razors, blades and shaving cream on your counters. Stock up and cash in! Gillette Safety Razor Co., Boston 6.

Here's The Feast Of Football
That Will Sell-Sell-Sell!

From Pasadena . . .
THE ROSE BOWL . . . CBS
From New Orleans . . .
THE SUGAR BOWL . . . ABC
From Miami . . .
THE ORANGE BOWL . . . CBS

● Film highlights of all three games will be telecast the following night over CBS interconnected network.



Gillette Shaving Creams With K-34

● We'll tell 'em plenty about these fast-acting beard softeners.

Retail (Regular size) 30c
Retail (Giant size) 50c

Your Cost per Dozen Tubes:

Lather

Regular size \$2.37
Giant size \$3.51

Brushless

Regular size \$2.20
Giant size \$3.18



Feature Gillette Dispensers With Used-Blade Compartments

● Throughout the Bowl Games we'll urge men to buy Gillette Blue Blades in the new Dispenser with used-blade compartment.

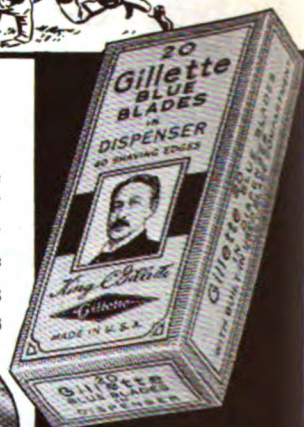
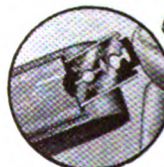
10 for 49c, 20 for 98c. Also in original package . . . 5 for 25c

Your cost per carton, 10s or 5s (100 blades) \$3.68

Your cost per carton, 20s (200 blades) \$7.36



ZIP!
OUT COMES
NEW BLADE
... IN GOES
USED BLADE



Coming your way
in '51...



Bigger-than-ever NATIONAL ADVERTISING SUPPORT on DU PONT SPONGE

Beginning early in 1951, hard-selling advertisements, aimed at an audience of 18,000,000, will regularly appear in American Weekly, Good Housekeeping and 18 big-city Sunday newspapers. Many of your customers will be among these millions . . . will be looking for Du Pont Sponges in your store.

So tie in with this bigger-than-ever advertising. Display Du Pont Sponges prominently. They're fast movers, offer you a high margin of profit!



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



"My customers hate to wait . . . here's how I give them FAST SERVICE!"

Says Robert A. Kelly, Kelly Hardware Co., Seattle, Washington



"NO LONG WAITS for service in *my* store. Fast package-wrapping helps me wait on more customers in less time. I save time on wrapping by using cellophane tape for sealing packages. I find I can turn out a neat, attractive package faster with "SCOTCH" Cellophane

Tape than with any other sealing medium. It's economical, too . . . one roll will seal 864 purchases like this! And, these neat, clean-looking packages make a hit with customers, too . . . put them in a come-back-again mood!"



SPECIAL OFFER! Two Heavy Duty Dispensers and twelve rolls of "SCOTCH" Cellophane Tape in 1/2" x 2592" size. Both dispensers included in deal at regular price of only one! See your jobber today . . . tell him you want Deal "T"!



HANDY ALL OVER THE STORE for sealing, holding, mending. Makes quick work of jobs like mounting window posters, repairing torn labels and wrappings, posting price lists and instruction sheets. **IMPORTANT:** There's more than one brand of cellophane tape. For quality, insist on the "SCOTCH" brand, in the bright red-and-green plaid container.

Made in U. S. A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn., also makers of other "Scotch" Brand Pressure-sensitive Tapes, "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives.
General Export: DUREX ABRASIVES CORP., New Rochelle, N. Y. • In Canada: CANADIAN DUREX ABRASIVES LTD., Brantford, Ontario

It's PROFITABLE to Handle
because It's EASY to Handle!

ELEPHANT BRAND

"Chain-Pack"

Trade Mark Registered

*"My Customers say
it's the handiest way
to buy chain they've
ever seen!"*



*"It's sure
packin' in profits
for me!"*

Handle the All-Steel CHAIN-TAINER with the Handle!

Everybody's enthusiastic — consumers and dealers alike — about the new ELEPHANT Brand "CHAIN-PACK" — and sales are going up, Up, UP!

The "CHAIN-TAINER" with the handy handle is a strong, attractive, all-steel container that's ideal for re-use. It contains 100 lbs. of any one of the 4 fastest-selling sizes of ELEPHANT Brand PROOF and BBB Chain, made by the oldest chain manufacturer in America. It's sealed to protect the chain against rust.

ELEPHANT Brand "CHAIN-PACK" is a superior package — of quality chain — priced for competitive selling. It's easy to handle — stock — display — sell. Push it — and PROFIT!

**Different Colored Labels
for Easy Identification:**

GREEN LABEL: Identifies PROOF Coil Chain.

RED LABEL: Identifies BBB Coil Chain.

Size of chain, weight, and approx. footage clearly indicated on labels.

Ask your Jobber

ELEPHANT BRAND
Products

NIXDORFF-KREIN MFG. CO., 916 HOWARD ST.,
ST. LOUIS 6, MO. — EST. 1854



MAKERS OF ALL TYPES OF WELDED CHAINS • TIRE CHAINS • SINGLETREES • WAGON AND TRUCK HARDWARE



Let **Renta Clarke** show you
HOW TO GET MORE BUSINESS
 with

the Clarke Plan

Here's the plan dealers helped to create
 ... the plan that makes rentals "big business"
 ... the plan that increases store traffic and boosts
 your sales of related merchandise!

- **THE CLARKE PLAN** provides eye-catching, colorful, Renta Clarke promotional material to sell customers on regular floor care. One look at Renta and customers get ideas about refinishing their floors... shampooing their rugs... with rental equipment and materials from your store!
- **THE CLARKE PLAN** gives you new techniques to bring in repeat business... promotional aids which reach customers in their homes... remind them that floors need regular care!
- **THE CLARKE PLAN** offers dealer-tested methods for increasing overall store traffic and selling related merchandise—sandpaper, filler, paint, varnish, rug shampoo, wax, etc.
- **THE CLARKE PLAN** provides the most complete selection of promotional materials in the rental field: counter and floor displays... window streamers... electric flashers... shelf strips... stickers for the tops of paint and varnish cans... newspaper mats... folders... radio scripts... suggested classified newspaper ads... plus a manual giving complete information on the profitable operation of your rental department.

HERE'S THE PROFIT-MAKING CLARKE FLOOR CARE FOURSOME

Clarke equipment is ruggedly built, to take hard, rental use. It's easy to handle, requires minimum upkeep, gives professional results, creates satisfied customers.



CLARKE
SANDER

CLARKE
RUG SHAMPOO
MACHINE



CLARKE
EDGER



CLARKE
POLISHER

Clarke

SANDING MACHINE COMPANY

3012 CLAY AVENUE • MUSKEGON, MICHIGAN
 Sales and Service Branches in All Principal Cities

If you want more business the easy way,
 write, wire or telephone for full details.



1. Dave Garroway's an old hand at selling Congoleum-Nairn products by this time! His friendly, believable messages about Congowall help push sales your way.



2. Bette Chapel leaves no doubt in the TV audience's mind that Congowall is so simple to apply "even a woman" can do it with ease!



3. Cliff Norton takes his turn at demonstrating Congowall and mighty enthusiastic he is about it, too. It's enthusiasm that helps make sales for you!

"Garroway at Large" stars all demonstrate Congowall ... help you build sales!

Everybody's doing it! Not only Dave Garroway, genial host of Congoleum-Nairn's hit television show "Garroway at Large," demonstrates Congowall to the over 7½ millions of television set owners . . . the whole cast takes a turn at showing just how easy it is to apply this popular tile-like wall covering!

Over 50 stations from coast to coast, millions of folks every week learn what a cinch it is to put up Congowall . . . especially when they see for themselves that a woman can do it herself. In simple, interesting demonstrations, they find out how easily Congowall can be

kept clean . . . how attractive and enduring it is . . . how *little* it costs—all your big selling points!

Cash in on this big national TV advertising that's designed to bring you more and more customers. Feature Congowall in your window and store displays . . . mention it in your ads. It's an "over-the-counter" product that's bound to build up bigger sales in *your* store!



CONGOLEUM-NAIRN INC.

KEARNY, NEW JERSEY

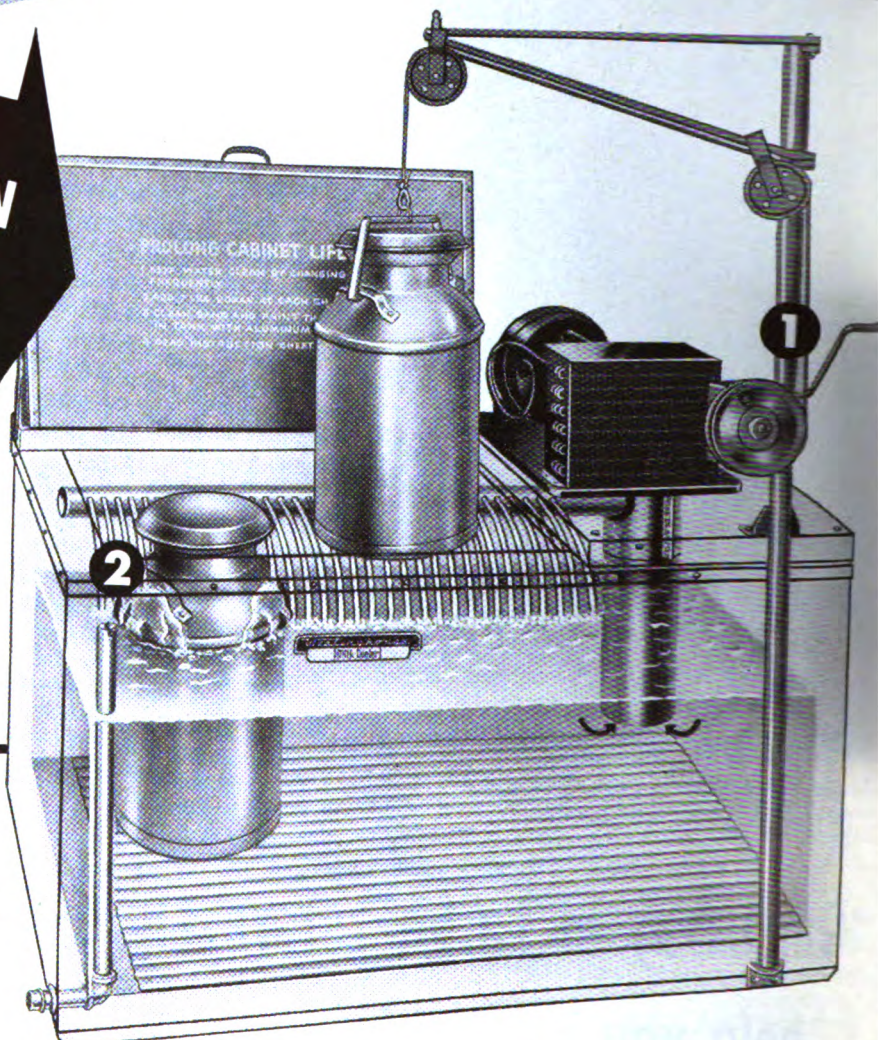
Makers of guaranteed floor and wall coverings • Nairn Linoleum •
Nairn Asphalt Tile • Nairn Self-Polishing Wax • Congoleum • Congowall

© 1950, Congoleum-Nairn Inc. "Congoleum," "Nairn" and "Congowall" are registered trademarks of Congoleum-Nairn Inc.

LOOK WHAT THIS Westinghouse CAN DO FOR YOU AND

10 IMMERSION MILK COOLERS

All with Drop-In Units
and Backed by a
5-Year Guarantee Plan.



These time and energy-saving accessories add efficiency to cooling milk: (1) EZ-Does-It® Can Hoist, (2) Polar-Cold® Booster Spray.

Available sizes in immersion-type Milk Coolers: 2, 3, 4, 6, 8 and 10-can sizes, in single and double-row cabinets.

MODELS:

S2-7A*, S3-12	S4-12, S4-17
D4-12, D4-17	D6-17, D8-17
D8-24	D10-24

8 and 10-can sizes available for either 115-volt or 230-volt a-c service.

*Model S2-7A is the new, low-priced, small Milk or Cream Cooler for the small producer or for those serving the cheese and butter markets. Producers have been waiting a long time for this Cooler . . . and now we have it.

To insure that your customers get premium-quality milk in every haul and to eliminate rejections, *tell and sell Westinghouse Milk Coolers.*

Every Westinghouse Milk Cooler has the time-tested Drop-In type* of refrigeration unit . . . with a 5-Year Guarantee on the complete Hermetically-Sealed System . . . compressor and evaporator . . . *not the compressor alone!*

It is the most dependable unit for the farmer, and is the easiest for the dealer to service.

LINE OF MILK COOLERS YOUR CUSTOMERS



AND 3 NEW
FRONT-DOOR
MILK COOLERS

All with Drop-In Units
and Backed by a
5-Year Guarantee Plan.

IT'S TERRIFIC!
SLIDE 'EM IN...
SLIDE 'EM OUT

Here's a brand-new, superlatively practical, *colder-cold* Milk Cooler with storage at baseboard level to eliminate hazardous and back-breaking lift-in and haul-out of milk cans. Available in 4, 6 and 8-can sizes... Model DF4-17, with 115-volt motors... Models DF6-24 and DF8-24 with 115 or 230-volt a-c motors.

DON'T DELAY... MAIL THIS COUPON NOW ➡

YOU CAN BE SURE...IF IT'S
Westinghouse

FREE... Special Display Offer

An attention-getting action display—that stops prospects and helps you sell Milk Coolers. Mail coupon below for information on how to cash in on special offer.

Please send me complete information on
your Display Offer and Milk Cooler line.

Name

Firm

City State

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division
Refrigeration Specialties Dept. • Springfield 2, Mass.
12-HA

The PRESENT is the time to protect your FUTURE market

For the present, "business as usual" is a thing of the past.

But there won't always be a "national emergency." The time will come again when old-fashioned competition will replace shortages and allotments.

The wise business man will prepare for that time NOW by maintaining — and strengthening—one of the most vital aspects of his business — his TRADE RELATIONS.

For that reason alone the January 1951 NATIONAL HOUSEWARES AND HOME APPLIANCE EXHIBIT assumes a greater importance than ever before.

There is no better nor more efficient way to learn what your industry is doing and thinking to face the hard business facts for 1951 and the years to follow.

There is no easier nor more time-saving way to learn about prices, deliveries, new products and policy changes.

NATIONAL HOUSEWARES AND HOME APPLIANCE MANUFACTURERS EXHIBIT

JANUARY 18-25, 1951
(Thursday Thru Thursday)

**NAVY PIER
CHICAGO, ILL.**

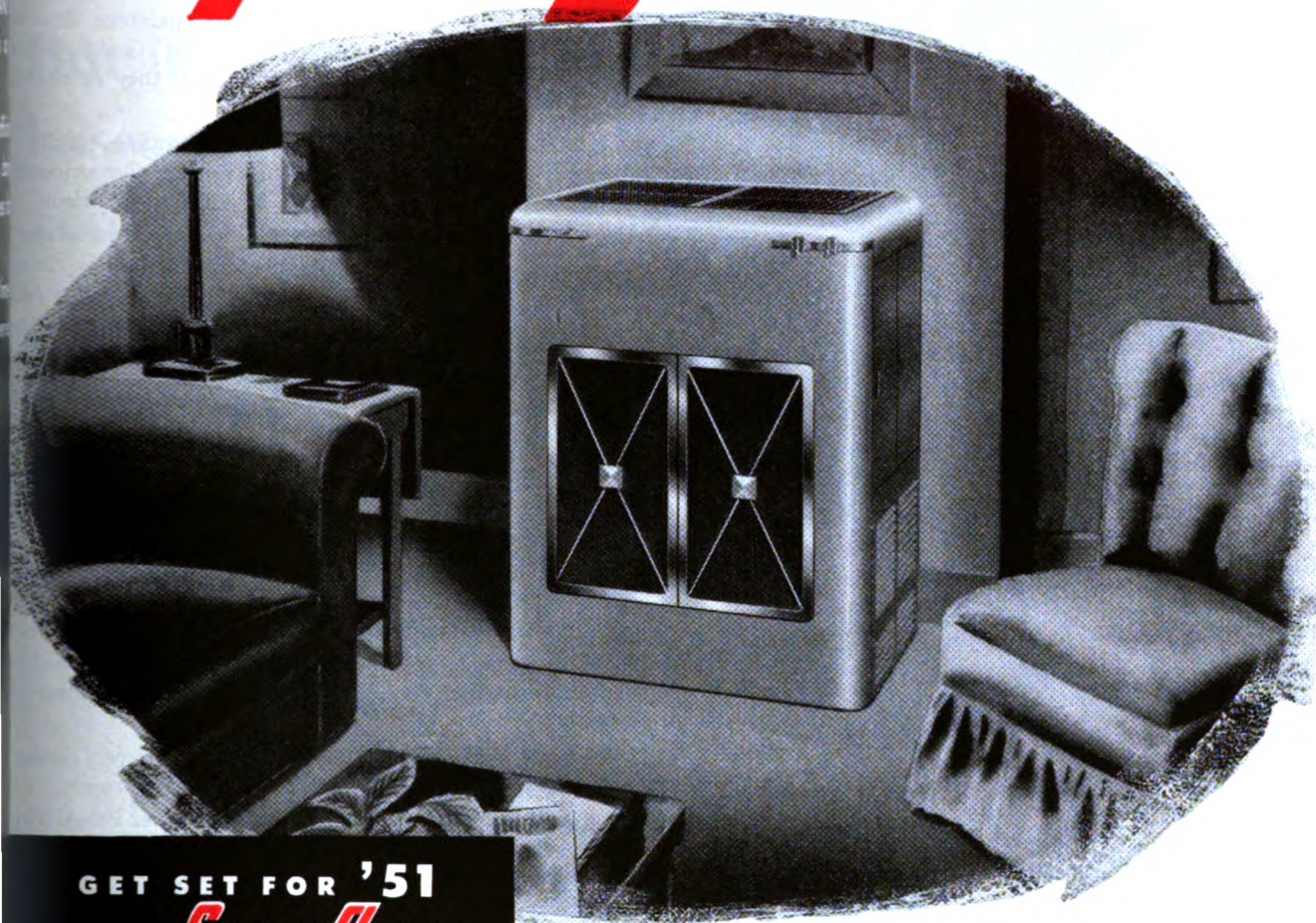
NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

(Incorporated not for profit)

EXECUTIVE OFFICES: 1140 MERCHANDISE MART, CHICAGO 54, ILLINOIS, PHONE: DELAWARE 7-8585

Superflame

THE MOST PROFITABLE OF ALL HOME HEATER FRANCHISES



GET SET FOR '51
WITH **Superflame**

The Line of Great Promotions!
The Most Beautiful Home
Heater Line Ever Built!

Only SUPERFLAME gives you a truly complete line of Oil and Gas Home Heaters . . . Fifteen Oil Heater Models, Seven Gas Heater Models. Each model the value-leader in its field.

Only

SUPERFLAME gives you the greatest profit-making promotions for dealers in home heater history! This means volume sales, easier sales, maximum profits! SUPERFLAME dealers really do a volume business on home heaters.

Only

SUPERFLAME gives you all-out help where it does YOU the most good . . . in YOUR town. Our cooperative advertising program is one of the most liberal you have ever seen!

Only

SUPERFLAME gives you such exclusive features as the TRIPLE-COMBUSTION BURNER (Guaranteed 5 years!) and "FUEL-SAVER" that increases radiating surface 100% . . . actually saves up to ONE-THIRD on fuel costs!

Get the facts! Write today for your free copy of "The Remarkable Success Story of The Gift Superfan Promotion." Don't delay! The Superflame franchise may be open in your trading area.

Queen

STOVE WORKS, INC. • ALBERT LEA, MINNESOTA

Gold Stripe QUALITY

PAYS YOU A PREMIUM

in Bigger, Faster Profits

Your customers, from master painters down to homeowners, know Pittsburgh Gold Stripe brushes do the job right . . . and they're cheaper to use in the long run.

Your repeat sales will be adequate testimony to the fact that Pittsburgh brushes give smoother, neater paint jobs with less effort in less time.

And you don't have to invest heavily in stock either! Thanks to Pittsburgh's unique branch warehousing system, you can carry minimum supplies and still be assured of the stock you want *when you need it quickly.*

No other paint brush offers more to your customers than Pittsburgh's Gold Stripe Line.

- (1) Top-grade, straightened, pure bristle, selected to give maximum carrying capacity.
- (2) Constant bristle formula developed by master craftsmen with painstaking care to insure longer wear, greater efficiency and true economy.
- (3) Proper taper for smoother application and cleaner trim.
- (4) Riveted steel ferrules (originated by Pittsburgh) combine fine hardwood handle and the right bristle into a long-life team.
- (5) Especially designed handle to give the perfect balance that means easy handling, saves wrist and arm strain.
- (6) Life Saver Jacket of new, improved fiber keeps brush lively, straight and clean.
- (7) The Gold Stripe is your customer's guarantee of better, faster paint jobs every time, because all brushes are designed as a unit under job-tested conditions by master painters.

Stock Pittsburgh Brushes for faster turnover

More sales—bigger profits. Call the Pittsburgh Branch near you, or write PITTSBURGH PLATE GLASS COMPANY, Brush Division, Dept. D-2, 3221 Frederick Avenue, Baltimore 29, Maryland.

"Lightning Line" staple-set Brushes

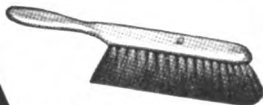
When it comes to sweeps, dusters and scrubs, the Pittsburgh "Lightning Line" pays off in greater profits. Same warehousing system assures adequate stocking at minimum investment. Order now.



SWEEPS



SCRUBS



DUSTERS

Other Profitable Lines

Pittsburgh brushes also available in the exclusive Bristle-Neoceta family and the 100% Neoceta family for one-half and two-thirds of the price of pure bristle brushes.



BRUSHES • PAINT • GLASS • CHEMICALS • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

PITTSBURGH

Gold Stripe

BRUSHES



WATER FACTS WORTH DOLLARS TO YOU...

WATER SEEKS IT'S
OWN LEVEL



But if that level happens to be in the
basement of one of your customers, he'll
come running to you for KAY-TITE.

KAY-TITE

PROTECTS
MASONRY
AGAINST
WATER
SEEPAGE
for

BRICK

STUCCO

CINDER BLOCK

ROUGH MASONRY

UNGLAZED TILE

WHITE
and

CREAM GREEN
BUFF BLUE
YELLOW GRAY
SPANISH BUFF ROSE
BRICK RED

COLORS

Farmers, contractors and home owners all over the country are using Kay-Tite to control water seepage in masonry and to paint outside of masonry buildings to give them lasting surfaces.

That is your big market for Kay-Tite . . . It's profitable too . . .

Here's the deal: YOUR CHOICE OF 12 KAY-TITE WHITE OR 6 WHITE AND 6 GRAY (ALL 10 LB. CANS) FOR \$20.88. RETAIL VALUE IS \$34.80!

(Kay-Tite is also available in 50 lb. drums, list price \$11.00.)

Figure your profit on this deal and act today. The coupon order form will get quick action.



ORDER COUPON

KAY-TITE COMPANY
West Orange, N. J.

Send us the Kay-Tite Deal on 10 lb. cans.

.....12 White @ \$20.88

..... 6 White and 6 Gray @ \$20.88

Name.....

Address.....

City.....State.....

Jobber's Name.....

KAY-TITE COMPANY

WEST ORANGE

NEW JERSEY

More than 20 years of satisfactory performance

The Famous WYTEFACE Steel Tapes

plus an eye-catching

Counter Display Unit

are creating hardware-profit NEWS!



*Drafting,
Reproduction,
Surveying Equipment
and Materials,
Slide Rules,
Measuring Tapes.*

WYTEFACE* Steel Tapes are famous among hardware dealers for their obvious superiority . . . for the way exacting customers demand them.

WYTEFACE Steel Tapes are easier to read in any light with their black markings on white background. The white surface will not crack, chip or peel.

**But K&E Does Even More
To Help Build Your Profits!**

You can sell WYTEFACE with one of the most merchandising-minded metal counter displays in the business. It dramatically sells WYTEFACE Tapes . . .

saves you inventory space . . . makes your counter work easier. For instance . . .

1. Your customers see the actual easy-to-read, black-on-white tapes.
2. The glass front protects the tapes from handling and loss.
3. Stock is held in the roomy back compartment.
4. Sales features printed on the back help clerks.

Next time you order WYTEFACE Steel Tapes and Tape Rules and Refills, ask your jobber for one of the two assortments which come packed in this handsome display. You'll sell more much faster.

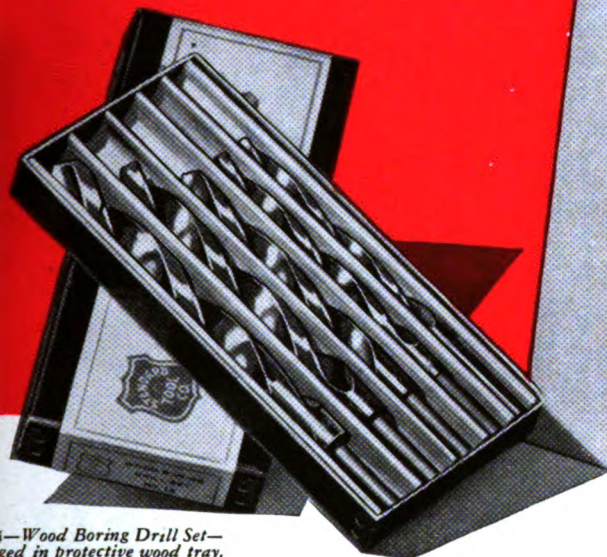
*Trade Mark. Wyteface Steel Tapes are protected by U.S. Patent 2,089,203.

KEUFFEL & ESSER CO.

EST. 1867

NEW YORK • HOBOKEN, N. J. • CHICAGO • ST. LOUIS • DETROIT • SAN FRANCISCO • LOS ANGELES • MONTREAL

New DRILL SETS



No. 14—Wood Boring Drill Set—
packaged in protective wood tray.



Especially Designed for Rugged Service in Electric Hand Drills

Sturdy Drill Sets—of *High Speed Steel*—especially built to withstand the shock and strain of Electric Hand Drill use. Adequate length for normal portable tool use—attractively priced. Utility packaged in protective heavy canvas case that may be rolled or folded and carried in the pocket. Set #S-13—13 High Speed Drills, 1/16" to 1/4" by 64ths; Set S-11—11 High Speed Drills, 1/16" to 3/8" by 32nds; Set S-8—8 High Speed Drills, 1/16" to 1/2" by 16ths.

Wood Boring Drill Set, No. 14—Built to deliver maxi-

mum efficiency in 1/4-inch Electric Hand Drills. New, improved design—these drills produce unusually smooth holes—cooler running—faster chip disposal—diminish stalling on "break thru", tempered to prevent damage on contact with metal. Attractively priced. Set consists of 5 drills—1/4" to 1/2" by 16ths—all with 1/4-inch round shanks. These sets of Shield Brand Tools are first quality, 100% inspected. They provide new convenience and new value for drill users.

STANDARD TOOL Co.

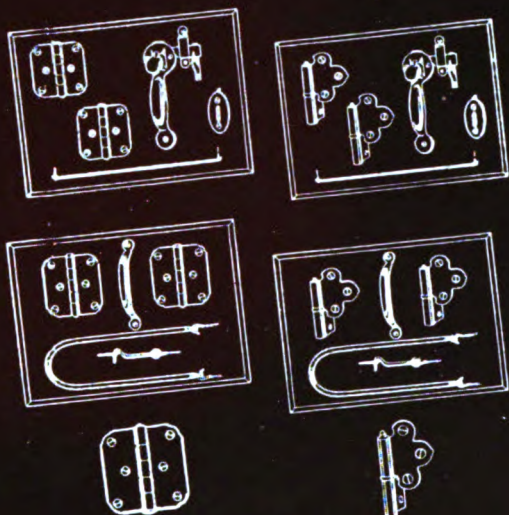
CLEVELAND 4, OHIO

New York • Detroit • Chicago



THE STANDARD LINE: Drills • Reamers • Taps • Dies • Milling Cutters • End Mills • Nibs • Counterbores • Special Tools

Light BUILDERS HARDWARE



by GRIFFIN

For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . . quality produced by Griffin.



Every DOOR NEEDS THREE!

GRIFFIN—

Manufacturing Company

ERIE • PENNSYLVANIA

SALES OFFICES

45 Warren Street, New York 7, New York
1839 Fargo Avenue, Chicago 26, Illinois
9344 Woodward Avenue, Detroit, Michigan
115 Broad Street, Boston, Massachusetts
1355 Market Street, San Francisco 3, California
917 St. Charles Avenue, Atlanta, Georgia
508½ North Harwood, Dallas, Texas
4524 East 60th Street, Seattle, Washington
785 North President Street, Jackson 6, Mississippi
4638 Mill Creek, Kansas City, Missouri
2611 Garrison Blvd., Baltimore 16, Maryland
1620 Garfield Street, Denver 6, Colorado

IN CANADA

15 Wellwood Avenue, Toronto, Ontario

JOBBER: *Here They Are!*



PACKAGED COUPLINGS

Here's the new, easy, convenient way to buy the famous "X-L" Quality Standard Merchant Pipe Couplings! All sizes from $\frac{1}{8}$ " to 2", in black or galvanized, are packaged—at no extra cost! $\frac{1}{8}$ ", $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " packed 100 to carton; $\frac{3}{4}$ " packed 50 to carton; 1" packed 30 to carton; $1\frac{1}{4}$ " and $1\frac{1}{2}$ " packed 25 to carton; 2" packed 20 to carton. "X-L" Packaged Couplings are easier to warehouse, easily identified as to size and quantity, facilitate shipping and stop couplings loss. Order yours today! Immediate delivery!

WHEELING MACHINE PRODUCTS COMPANY

ELM GROVE STATION

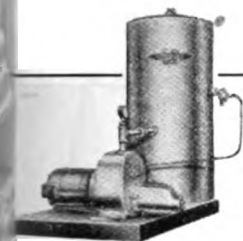
WHEELING, WEST VIRGINIA

Factory 'Phone: ELM GROVE 3296

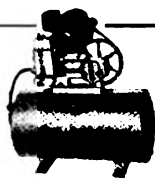
Here's the line that's built to sell!

DELCO WATER SYSTEMS

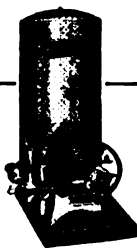
PRODUCTS OF GENERAL MOTORS



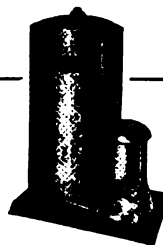
New horizontal jet pumps—convertible for shallow or deep wells



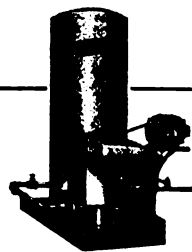
Shallow well tank-mounted models—225 to 350 GPH



Shallow well reciprocating pumps—250 to 600 GPH



Deep well vertical jet pumps— $\frac{1}{3}$ and $\frac{1}{2}$ HP



Deep well reciprocating models— $\frac{1}{3}$ to 1 HP

The five Delco Wellmaster Pumps shown here are just an indication of *how wide* the Delco line really is. For these models are available in many capacities, and with a variety of tank sizes, so that Delco dealers today can serve every domestic water system need.

General Motors' engineering of the Delco line gives you features no other water systems can match. One outstanding example is the famous Delco *Rigidframe* motor found on most models—a motor that is statically and dynamically balanced. Here misalignment is almost impossible because *welded struts* lock the stator laminations in place. Another example is the "close coupling" between motor and pump on all Delco Jet pumps.

These features guarantee dependability and long life, and put the Delco line in a class by itself for quality.

And every model is priced to sell! With all of their quality advantages and engineering features, you still can put price tags on your Delco Wellmasters that are competitive with any other brand!

Add to these outstanding products the selling assistance and merchandising aids that the Delco dealer receives, and you can see why the Delco line is the line that is *built to sell*. If you are interested in the profit possibilities of the Delco Water Systems franchise, send coupon below for complete information.

DELCO WATER SYSTEMS

Operating Pump Display!

Just turn the faucet to show your prospects a Delco Water System in operation! Includes heavy duty galvanized tank finished in rich Delco-green . . . tank cover and platform for pump and tank . . . complete fittings for quick assembly. Just *one* of the many selling aids made available to Delco Water Systems dealers!



Also manufacturers of Delco-Heat units for automatic home heating, and automatic oil and gas-fired water heaters

CLIP AND MAIL THIS COUPON NOW!

Delco Appliance Division, Dept. HA-12

General Motors Corporation
Rochester 1, New York

Please send me more information about the Delco Water Systems franchise.

Name

Address

City Zone State

85%

OF YOUR
CUSTOMERS
WORK ON
THEIR KNEES

Sell 'em

JUDSEN MOLDED RUBBER KNEE PADS

FOR EVERY
KNEELING JOB

An independent survey reveals that 85% of all your customers do chores that require kneeling. This work results in soreness and injury when knees go unprotected from hard, rough surfaces, dampness and cold. Because of this demand for knee protection, Judsen Knee Pads will give you profits and volume sales just as they have for many of the leading dealers throughout the country. They're the most comfortable, longest wearing knee protectors available—a natural for every kind of kneeling job! Order a dozen pair today!

RETAIL PRICE

\$2²⁵
per pr.

JUST
SHOW 'EM
ON YOUR
COUNTER AND
THEY'LL SELL
THEMSELVES

If your jobber
cannot supply you
WRITE DIRECT

JUDSEN RUBBER WORKS, INC.
4107 West Kinzie Street Chicago 24

JUDD

mail boxes
and
accessories



NEW . . . 703 . . . Black and silver mail box in new size . . . 11½" x 5" x 1½". Cast aluminum front and top; sheet zinc back. Paper holders. Ready for padlock.



Right . . . 700 . . . Black and silver. 15½" x 5¾" x 1¾". Cast aluminum front and cover; sheet zinc back. Brass paper holders. Equipped for padlock.

672 . . . Cast aluminum mail drop . . . outside and inside plate 2½" x 8".



1 2 3 4 5 6 7 8 9 0

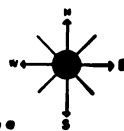
600-609 . . . Matching 3" house numerals.

Judd mail equipment has been mighty important fodder in housewares departments for a great many years. Unique design, sturdy construction, overall inherent quality . . . all have a definite and overt builder-up influence in the department. Make yours a Judd department when it comes to mail boxes, mail drops . . . numerals. How is your stock. Catalogue items all available direct or through your jobber.

H. L. JUDD COMPANY
WALLINGFORD • CONN.

87 Chambers Street, New York 7

FROM ALL POINTS OF THE COMPASS THEY BUY AT...



The Merchandise Mart

Show Place of America's Best-Known Brands

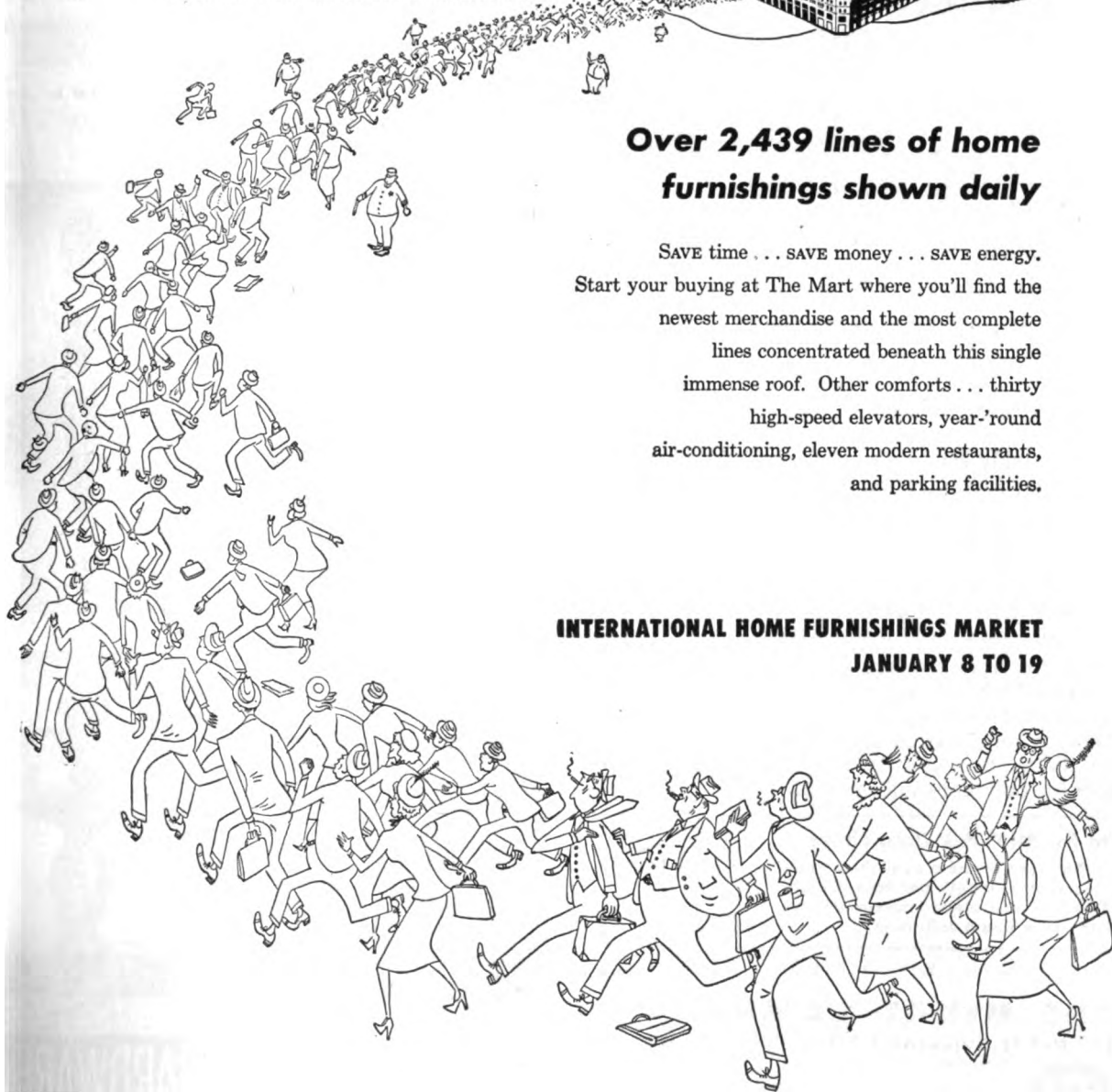


**Over 2,439 lines of home
furnishings shown daily**

SAVE time . . . SAVE money . . . SAVE energy.

Start your buying at The Mart where you'll find the
newest merchandise and the most complete
lines concentrated beneath this single
immense roof. Other comforts . . . thirty
high-speed elevators, year-'round
air-conditioning, eleven modern restaurants,
and parking facilities.

**INTERNATIONAL HOME FURNISHINGS MARKET
JANUARY 8 TO 19**



Here's the Better,
more Profitable way
TO SELL COIL-CHAIN!

COIL-CHAIN in Laminated Plywood **McKAY PAKS**



- EASIER TO HANDLE
- EASIER TO STORE
- EASIER TO SELL

McK-Paks make it easy to sell coil chain for these laminated plywood containers are easily rolled, quickly stacked and occupy a minimum space. Easy identification is assured by labeling every McK-Pak with the size, length, finish and working-load limit of the chain it contains. When you handle McK-Paks you give your customers their choice of Proof-Coil or BBB Coil-Chain in self-colored and hot-galvanized finishes; 3/16", 1/4" 5/16" and 3/8" trade sizes.

Take a tip from dealers who are profiting by selling the McKay line. Stock up now on McK-Pak Coil-Chain and other McKay Chains you need to service your customers in the home, shop and farm fields. See your McKay jobber or write direct for complete information.

Write for McK-Pak Data Sheet

It lists the types of chain available, trade sizes, number of length per foot, weight per 100 feet and other information you need to know about coil chain.

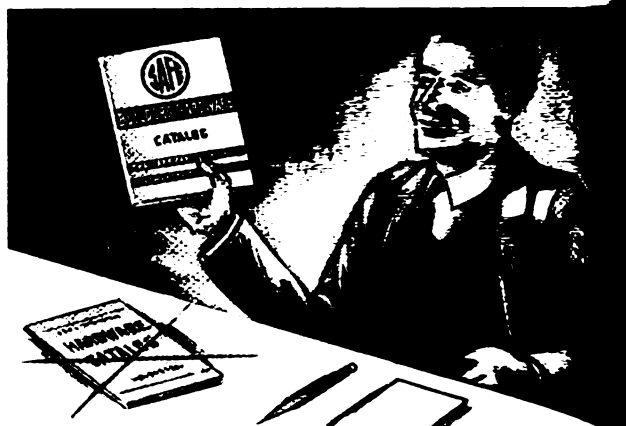


THE MCKAY COMPANY

440 MCKAY BUILDING • PITTSBURGH 22, PA.

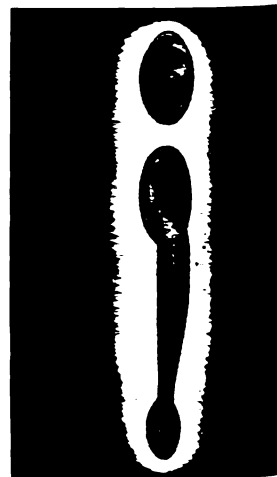
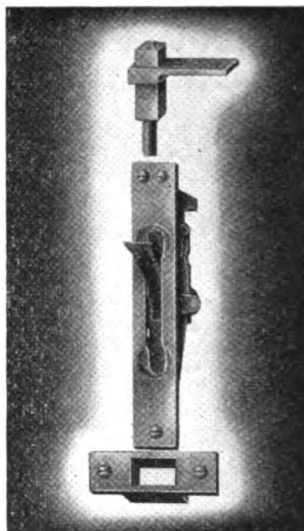


- McKay Metal Fil
- McKay-Rod Electrodes
- McKay Tire Chains
- Mild and Stainless Welding Electrodes
- Industrial and Commercial Chains



Looking for a profitable line of builders hardware?

Write for Safe Catalog Number 19 listing and illustrating over 700 builders hardware items. A profitable line manufactured of the highest quality materials and backed by 101 years experience.

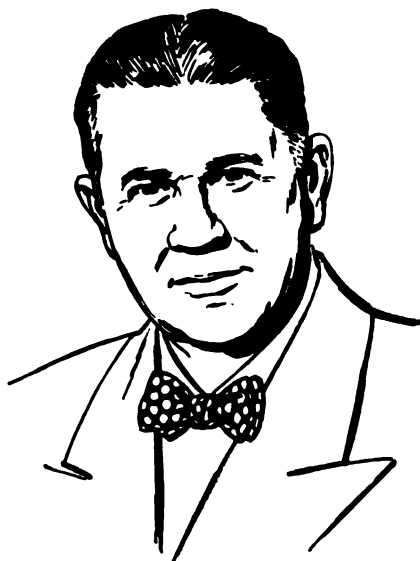


SAFE PADLOCK AND HARDWARE CO.
LANCASTER PA U S A

To make profits promote PROFIT-MAKERS

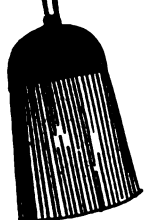
When prices are rising and profits shrinking, the items to push are those that make you money. We have such items for you in this revolutionary new Modglin line, backed by powerful national advertising. These Modglin products turn over fast. All of them pay you an extra wide profit margin. To give you service we've warehouse stocks in New York, Chicago, New Orleans, Los Angeles. We've done everything we could think of to give you a real profit-making deal. If you can think of anything else, I wish you'd write me personally. Stock these items and display them . . . put them out where Mrs. Public can see them and learn what a *Gold Mine* there is for you in the Modglin line.

Bill Modglin



MODGLIN Perma-broom

Magnetic pick-up of Electrene Bristles picks up dirt as you sweep. Perma-broom comes in many gay colors. It's washable, durable and economical. Makes ordinary brooms obsolete. Over 4,000,000 sold to date. Free display stand with 2-doz. order. *Pays extra wide profit margin. Please write for details.*



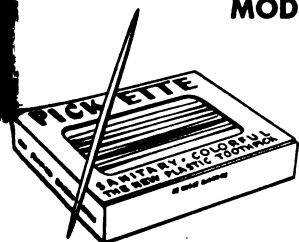
MODGLIN Perma-broomette and Dust-ette

Child-size toy Perma-broom . . . "just like Mother's." Dust-ette is a beautiful small plastic dust pan. Both available in many colors. *Pay wide profit margins. Write for details.*



MODGLIN Pick-ette

Newest and finest toothpick made of flexible plastic. Comes approximately 72 picks to the box in many sparkling colors. Retail for 10¢. Makes wooden toothpicks old-fashioned. *Pays extra wide profit margin. Write for details.*



MODGLIN Perma-scrub

Leader of the Modglin Line

Revolutionary new scrubber for pots and pans. Removes grease and burned food in a jiffy. Keeps hands out of dishwater. Outmodes old-fashioned scouring implements. In many lovely colors. *Pays extra wide profit margin. Write for details.*



MODGLIN WHISK-OFF

More than 5,000,000 Whisk-Offs purchased by American consumers in only two years. Replaces old-fashioned whiskbrooms. Comes in many beautiful colors. Free counter display stand with order of 3-doz. assortment. *Pays extra wide profit margin. Write for details.*

MODGLIN Combs and Brushes

Known around the world for quality. Beautifully designed, expertly made of finest materials. All popular colors including fashionable new pastel shades introduced by Modglin. Priced for maximum turnover. *Pay wide profit margins. Write for details.*

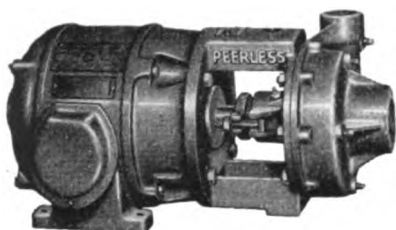


**DO THIS
NOW!**

Learn what these revolutionary new Modglin products can do to pay you faster, larger profits from smaller shelf and floor space. Write to "MODGLIN, Los Angeles 65" and ask for a sales representative to call.

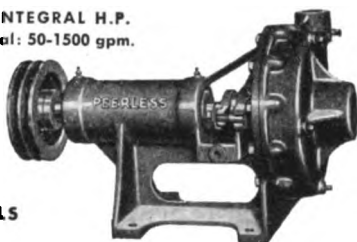
THIS MODERN
DURABLE AND COMPACT
**GENERAL PURPOSE
HORIZONTAL
PUMP**

IS BUT ONE OF THE COMPLETE
LINE OF PEERLESS WATER SYSTEMS



TYPE **PE**
ELECTRIC
CLOSE-COUPLED
MODELS

FRACTIONAL AND INTEGRAL H.P.
Fractional: 1-50 gpm. Integral: 50-1500 gpm.
Lifts: Up to 270 Feet
Motor Sizes: 1/2 to 20 h.p.



TYPE **PB** ↓
BELTED OR DIRECT-
CONNECTED MODELS

ALL TYPES OF DRIVES:

*Close-Coupled Electric, Belted
or Flexible Coupling*

Peerless Water System dealers not only can offer their customers a complete line of rod pumps, jet pumps, the famous Peerless Water King for shallow wells, but a line of "packaged" off-the-shelf, general purpose horizontal pumps for a variety of everyday pumping applications. Yes, Peerless dealers meet all the requirements for running water for farm and home with a *complete line*. Find out for yourself how you stand to profit with the nationally-known Peerless line. Substantial profit possibilities, advertising and merchandising aids, market information, are all part of the Peerless plan that helps you sell. Sell the line that needs no pioneering, Peerless—a name known for precision, quality pumps for over 20 years. Write today for details.



PEERLESS PUMP DIVISION
FOOD MACHINERY AND CHEMICAL CORPORATION

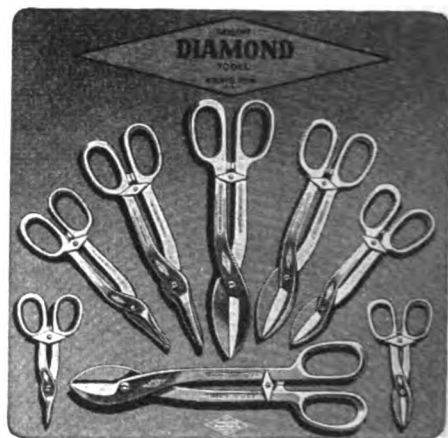
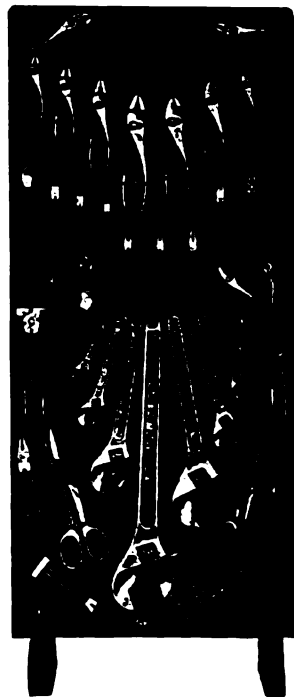
Factories: Los Angeles, California • Indianapolis, Indiana
Offices: New York; Atlanta; Dallas; Fresno; Los Angeles;
Chicago; St. Louis; Phoenix; Plainview, Lubbock, Texas.



DIAMOND

**TOOL
DISPLAYS**

The attractive new
Diamond Calk Tool
Display Boards are
marvelous silent
salesmen. Prominent-
ly displayed for quick
self - merchandising
they can't be beat as
sales boosters. Each
tool easily removed
and replaced with
another.



METAL CUTTING SNIPS

A fine assortment of "Diamond" quality Metal
Cutting Snips. Effectively mounted for counter sales.
Displayed this way in your store they become a
"Customer can't resist item".

"DIAMOND, Manufacturers of the World's Finest Tools"

**DIAMOND CALK
HORSESHOE COMPANY**

4622 Grand
Avenue



Duluth
Minnesota

Latches for storm and screen doors

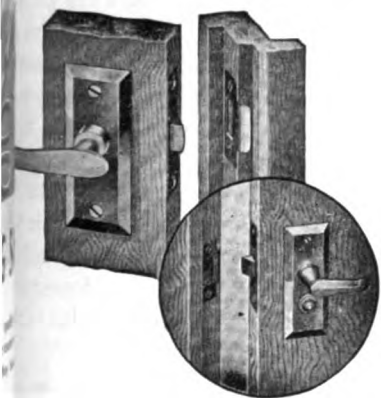
with friction-free snap actions!

50th ANNIVERSARY YEAR
NATIONAL
MANUFACTURING
COMPANY 1951

Precision-built is the solution for trouble-free latches. This feature accounts in part for the growing demand for the No. 95 Rim Screen and Storm Door Latch and the No. 96 Mortise-type Latches shown below.



No. 95 Rim Door Latch



No. 96 Mortise Door Latch



Bolts are reversible to serve doors swinging either in or out and are also adaptable for right or left hand doors. The locking device is controlled by a music wire spring.

National

Your trade looks for this dependable trade-name as an assurance of value and trouble-free operation after once installed. Either of these latch styles can be furnished in any desired finish . . .

**a practical dress-up
touch for doors!**



*We extend our
heartiest greetings
of the season to
our loyal dealers
everywhere!*



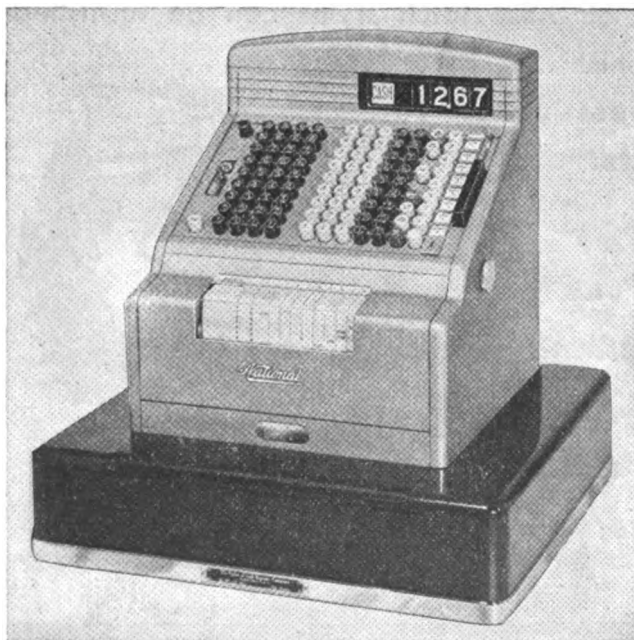
National MANUFACTURING COMPANY · Sterling, Illinois

everybody profits when you install the **NATIONAL** **200**

Your customers profit.



With this modern "Class 200" National Cash Register, your customers see the exact price charged for each item they buy. Purchases are automatically added, and the mechanically correct total appears in large, clear figures at the top of the register. This absolute accuracy, plus the saving of the customer's time, build good-will whether the sale is cash or credit.



Your employees profit.



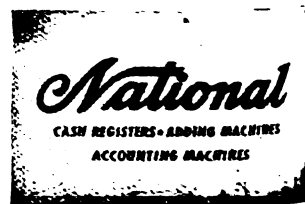
The "Class 200" prints an exact record of the sales made by each salesperson—giving them credit for good sales effort. This stimulates them to make more sales, and thus advance faster.



YOU profit. The money-saving protection and the money-making information you get from the "Class 200" give you better control over your business. You can use the descriptive keys to record sales-slip numbers, quantities, weights, sizes, brands, stock numbers, code numbers, etc., on any transaction—a valuable aid in inventory control. Or, sales can be distributed *automatically* into any 8 desired classifications such as departments, tax totals, services, etc. This results in great savings in bookkeeping time and labor.

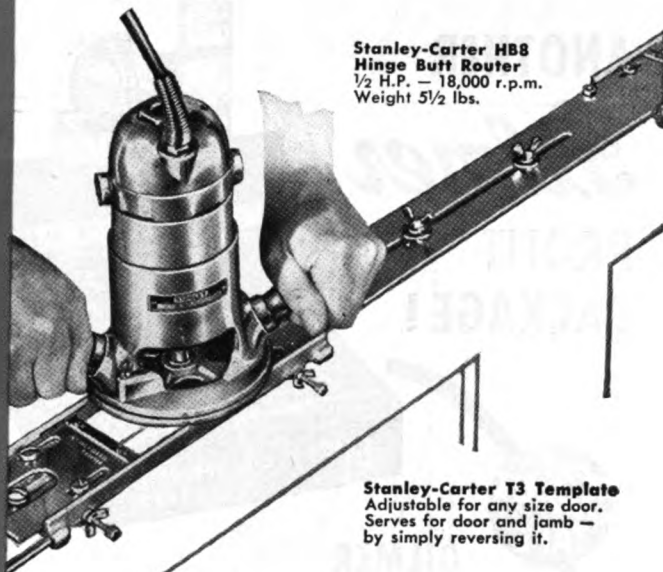
And, whenever you have figure work to do, the in-built adding machine feature may be used without disturbing the cash register feature.

This National "200" will quickly pay for itself—and then go on making money for you for years. Have your local National Cash Register office demonstrate its time-and-money-saving advantages to you today!



THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

The fastest method of hanging doors



...with a precision fit every time

Just ask any builder if he would be interested in hanging doors 6 times faster. You'll get a quick answer because speed means money to him.

Hanging doors is easy with Stanley RD Butt Hinges (Round Cornered) and a Stanley-Carter Hinge Butt Router with Template.

The "secret" is the uniform standard of Stanley RD Hinges. And with round corners, the hinges exactly match the round cornered mortise made by the router bit — assuring a perfect fit every time and eliminating the need to square up corners of mortises.

The best evidence of this uniformity is the practice of some builders to mortise doors and jambs at separate points, apply the hinge halves with the assurance that the doors will operate perfectly when they are hung later on the job.

There's good business for you in this Stanley combination for faster mortising and hanging doors. Write for full details.

Stanley RD Butt Hinges (Round Cornered)
In plated steel, brass, bronze, and aluminum
Sizes: 3 1/2" x 3 1/2", 4" x 4"

RD 242

RD 241

THE STANLEY WORKS, NEW BRITAIN, CONN.

STANLEY

Reg. U. S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

REMEMBER  THREE HINGES TO A DOOR

ANOTHER *Gilmer* PROFIT PACKAGE!



GILMER FRICTION TAPE:

Straight-tearing, non-ravelling—sure to satisfy every customer. Recommend it for all general-purpose applications—it has both high insulation and high adhesion qualities. Standard width, $\frac{3}{4}$ "; foil-wrapped in 60-, 30-, 13-, and 5-ft. lengths. Display cartons contain 16 rolls of 13-ft., or 32 rolls of 5-ft. tape. All lengths individually boxed. (60-ft. and 30-ft. lengths also available foil-wrapped only.)

GILMER RUBBER TAPE:

Fast-selling companion item to friction tape. Highest-grade rubber; fuses readily without heat. Standard width, $\frac{3}{4}$ "; 21- or 10-ft. lengths. Foil-wrapped; boxing optional.

Friction Tape (in 60- and 30-ft. lengths) and Rubber Tape, furnished cellophane-wrapped with labels on request.

And don't forget GILMER WIRE—

MASTER WIRE ASSORTMENT NO. 17 WS:

Contains 39 cords with 6 combinations of connectors in 13 different lengths; 3 large spools of replacement wire; and 50 3-way outlets. All on eye-catching metal display rack.

ORDER FROM YOUR GILMER
HARDWARE WHOLESALE, or—

CLIP AND MAIL

L. H. GILMER COMPANY

(Division of United States Rubber Co.)

TACONY, PHILADELPHIA 35, PA.

Please send me complete information and price listings on items checked:

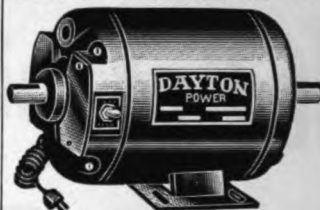
☐ Friction and Rubber Tape ☐ V-Belts ☐ Gilmer Wire Products

NAME _____

ADDRESS _____

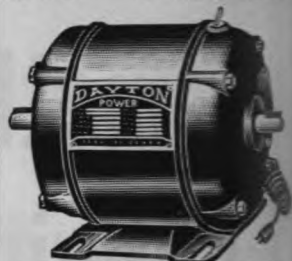
CITY _____ ZONE _____ STATE _____

WORKSHOP MOTORS AT BARGAIN PRICES *Sell More Tools—Faster*



1/2-HP WORKSHOP MOTOR

Fastest-selling. Lists at only \$36.80. 1/2 HP, 3450 RPM, 115 V. Capacitor type. Double shafts. Totally enclosed. Ball bearings. Overload protected. Switch and cord. Handles 101 tool jobs efficiently and economically. No. 4K152.



1-HP WORKSHOP MOTOR

Lists at \$59.95. Out-sells any 1-HP, 3450 RPM, 115/230 V. 60 Cy. double-shaft, ball-bearing workshop capacitor motor. On-off switch. 14/2 cord. No. 4K324.

USE YOUR NEARBY GRAINGER STOCKS

- Lowest Net Motor Prices • Motors for Every Need
- Strict Wholesale Policy • Fast Shipping Service

WRITE FOR CATALOG—USE LETTERHEAD

W. W. GRAINGER, INC.

40 Warehouses, Coast-to-Coast

General Offices: 740 W. Adams, Chicago 6



Are you overlooking
important
profits?



No. 952 five-piece
matched set

WESCHROME

matched bathroom accessories will build your sales!

Many bathroom accessory sales are missed entirely when figuring builders hardware contracts. In WESCHROME, however, you have a beautiful line of bathroom hardware that just won't take a back seat—it practically sells on sight. In fact, WESCHROME may be the wedge needed to land the entire builders hardware order! Heavy, gleaming chrome finish, smart styling and many manufacturing "extras" identify these units as having real quality...and they are budget-priced! Once again we say—don't overlook the easy profits found in WESCHROME sales. Write for a full description of the WESCHROME deal today.

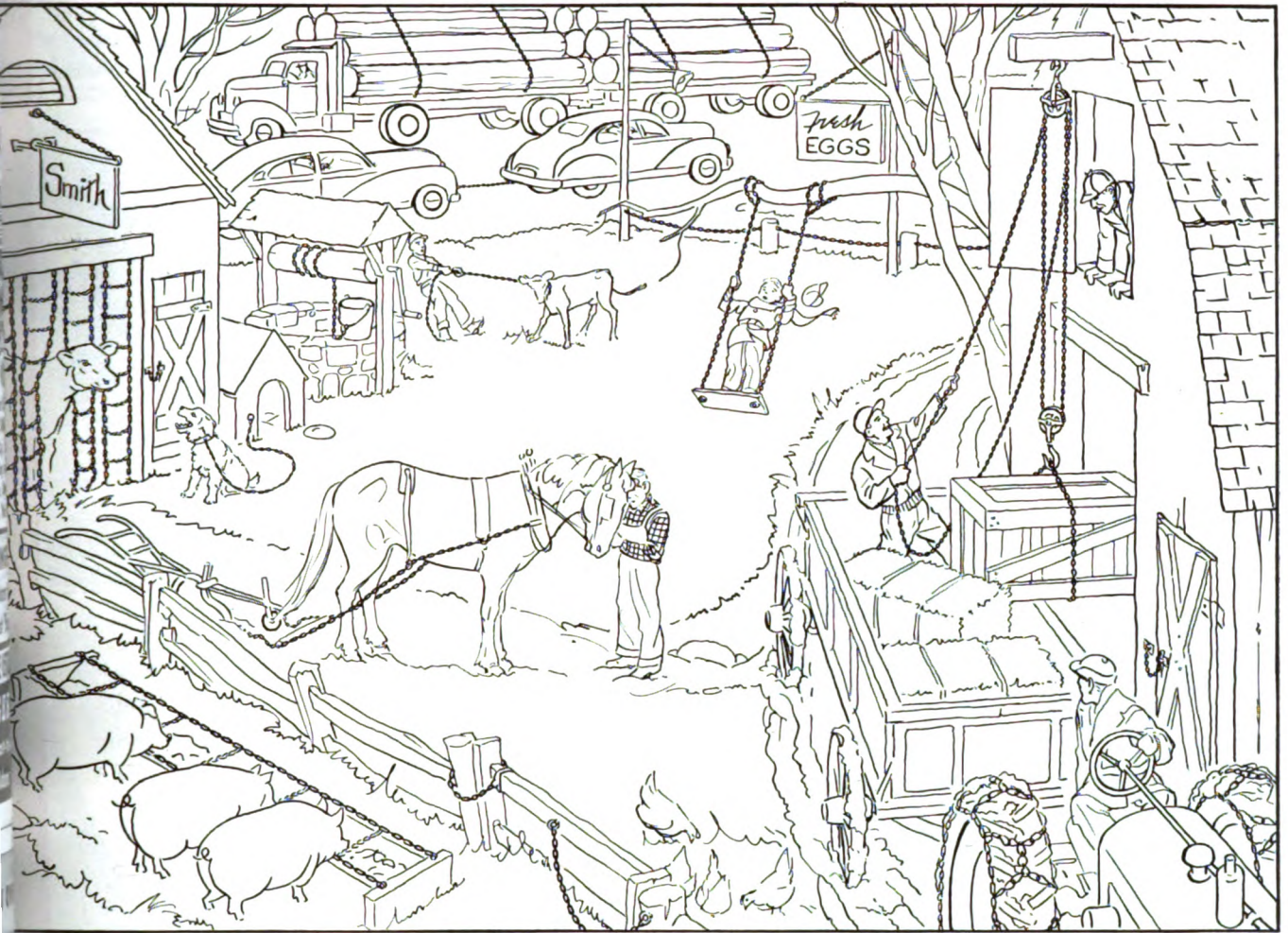
"High Style on a Budget"

WESTWOOD

MANUFACTURING CO.

1420 So. Evergreen Avenue
Los Angeles 23, California

How many uses of chain can you find here?



ONLY 20 are shown. Just a few of the many uses your customers find for chain, but enough to picture the sales possibilities you can turn into profit when you stock and display Campbell Chain.

You'll do better with Campbell Chain! Campbell's chain merchandiser makes selling chain easier and more profitable because you can stock it with the sizes and types most popular with your customers. And the attractive, practical Cam-Pak containers are designed for eye-catching display and easy handling and dispensing. See your wholesaler, or write today for complete information!

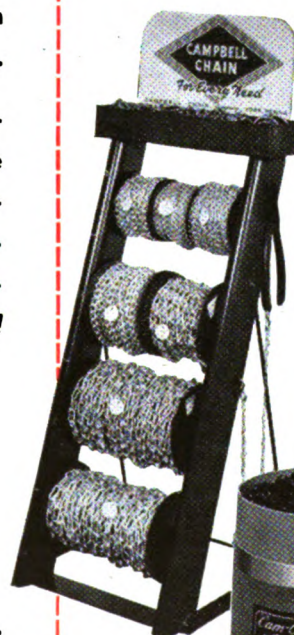


CAMPBELL CHAIN *Company*

Main Office—York, Pa.

Factories—York, Pa., and West Burlington, Iowa

HARDWARE AGE, DECEMBER 14, 1950



New, sturdy display merchandiser with easy-to-use chain cutter . . . stocked with the chain assortment of your choice.

★ Tough fibre-board CAM-PAK container available for Proof Coil and BBB Coil Chain in regular and hot galvanized finishes in sizes $\frac{3}{16}$ ", $\frac{1}{4}$ ", $\frac{5}{16}$ ", $\frac{3}{8}$ ".



Digitized by Google

HARDWARE DEALERS

Starrett full display, it will mark your store as precision tool headquarters.

The GIFT THAT'S PRECISELY RIGHT

Starrett Tools

For the man or boy who loves his tools. Always reliable, always appreciated... all of prices in 30 year history. See them at your nearest Tool Distributor!

- STANDARD**
Steel Tape No. 240 Figure 57 Length
- PENDYMAN**
Adjustable Square No. 122 Steel Joint Vices
- HANVELL**
Combination Set No. 7 Eight Heavy Duty in Case
- CRAFTSMAN**
1" Micrometer No. 270 With Locking "Zero Check" Feature
- D**
Steel Insulator Wagon No. 10718 12" x 12" x 12" in Size, Steel Case
- APPARATUS**
The Insect Box for Smoker's Health Only \$1.25 Per Copy
- ELE OF PAINT**
No. 991-1000 Mixing Proportion

MORE BUY FASTER
Write for Starrett New Tools Catalog 1932.

THE S. S. STARRETT CO. - ATHOL, MASS., U.S.A.

Starrett

Since 1880, 3rd Street & Franklin St., Boston

Distributors: Best Hardware Shops and Fine Stationery Stores
See Illustrations of Every Type of Machinery, Hand Tools and Taps Dies • Fasteners, Special Tool Stocks

Get Through Your Distribution!

10 Times Faster
than hand sawing



THE Guild ELECTRIC SAW

A Professional Carpenter's Saw

6" model cuts 2" — Only \$65
8" model cuts 2½" — Only \$87

With all new grade steel of three smooth working cords through handle — — — no splinter, resin band, wire clamping ridges! Then you'll never have chafing under or — — — just what the powerful Guild motor will do. You'll be amazed how easy it is to cut with one of these saws—how easily you can cross-cut, diagonally or square. Guild has light and perfectly balanced — — — for full safety operation — — — and they're completely durable. One of all others, THE BEST OF THE YEAR IN POWER SAWS.

The other saw offers all the value features of Guild's — — — the one includes lifting adjustment, will cut on road, road, road, giving you sitting up to 45°, new push-button operation which allows you to be relaxed or forced by a new type of the hand. Efficient, balanced, easy, provides full bearing, retractable safety guard, polished stainless steel.

Look up the nearest dealer who carries the Guild Electric Saw. Write for a literature of our 25th Anniversary. Satisfaction after 25 years. Write to: THE GUILD SAW CO., 2225 N. Julian St., Berkeley 6, N. Y.

Please send me full information on the Guild® 6" and 8" Saw. — — — stop name of my nearest dealer.

Name _____
Address _____
City _____ State _____

PORTER-CABLE MACHINE CO.
2225 N. Julian St. Berkeley 6, N. Y.

Make it a Hobby Christmas! with

HANDEE
tool of 1001 Uses

**FIREST IN POWER TOOLS
PLUS 51 ACCESSORIES**

Consider the distinctive and powerful Handee, the most versatile power tool ever. From the car to the house, it's the one tool you need. It's the only tool that can do 101 different things. It's the only tool that can do 101 different things. It's the only tool that can do 101 different things.

\$27.50
with 51 accessories
\$19.95

HANDEE WORKSHOP
"Tornado-Powered"
with NEW HANDEE "85"

VERSATILE, WITH 41 ACCESSORIES...
AVAILABLE FOR SHOP OR HOME USE...
FOR SERVICE ON VEHICLES...
ARCHITECTS, PAINTERS, ROOFERS...
CARPENTERS, BUSH...
AND...
AND...
AND...

Simmons, Inc.
in a hardcover case
\$29.95

Call, Now to your nearest
Chicago Wheel & Mfg. Co., Dept. 81
3433 West Monroe St.
Chicago 7, Ill.

HANDEE *helps holiday selling* . . . his ad in the big December issue of MECHANIX ILLUSTRATED is just one of the many ways the Chicago Wheel and Manufacturing Company starts Christmas power tool gift buyers heading towards your store. A counter display built around the handsome Handee tool chests, plus the colorful, eye-catching Handee Sharpening Stone counter card . . . Handee's big free merchandising bonus, all goes to work for you to put the final wrappings on many a Handee sale.

PORTER CABLE GUILD *tools guides customers*, right to your door, by consistently telling the millions of MECHANIX ILLUSTRATED tool-users all about the many sensational things Guild Tools can do. For the most part home-workshop owners, these MI readers appreciate the value of power tools that do a variety of jobs. So when these Guild Tool ads send prospects your way, offer them a free store trial . . . it's sure to turn them into Guild Tool buyers and result in greater Guild Tool profits for you . . .



MECHANIX ILLUSTRATED

A FAWCETT PUBLICATION

67 West 44th Street, New York 18, N. Y.



SEASONED HICKORY HANDLES

Get Acquainted With "SEASONED HICKORY" HANDLES!

Check these advantages against
other tool handles, and you'll
order "SEASONED HICKORY."

QUALITY—Selected second growth Appalachian Hickory of uniform quality expertly finished by personnel with two decades of experience . . . *graded up to a quality standard—not down to a price!*

PRICES—Our prices are competitive, and you're assured of selling a quality product that makes and keeps customers.

GUARANTEE—We unreservedly guarantee every Fleischmann "SEASONED HICKORY" Handle, regardless of grade, against warping, wood-eating beetles, or deterioration while in the customer's stock. What more could you ask for? Write us.



Fleischmann Handle Company

Tower Building

Baltimore 2, Maryland

Plant: Rocky Mount, Va.

E
A
S
O
N
E
D

H
I
C
K
O
R
Y

H
A
N
D
L
E

CHENEY

Nail Holding Hammers



Get a famous
Cheney Sales
Maker Display.
Just fill in the slip that comes
in every Cheney Hammer
container and send it to us.
Your Sales Maker will be
on its way promptly.

Sales Representatives:
JOHN H. GRAHAM & CO., INC.
New York, N. Y.
SANFORD BROTHERS
Chattanooga, Tenn.

ESTAB. 1836
HENRY CHENEY HAMMER
CORP.
LITTLE FALLS, N. Y., U. S. A.

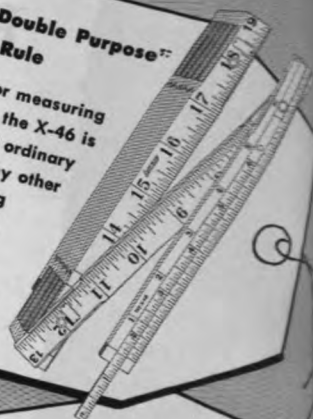
Step-Up Xmas Sales with these . . .

3 Nationally Advertised
LUFKIN
GIFT ITEMS

Display them...Recommend them
to all your women customers!

X-46 Lufkin "Double Purpose" Extension Wood Rule

Wanted by every man for measuring
jobs at work or at home, the X-46 is
really 2 rules in 1! For all ordinary
measuring it's used like any other
rule . . . then, for measuring
inside windows, doors, etc.,
there's a built-in extension
slide of solid brass! Display
the X-46 and you'll sell it!



Lufkin Chrome-Clad Mezurall Tape-Rule

Handy for dozens of measuring jobs at work
or around the house. Chrome-Clad steel
blade has easy-to-read markings that are
durable. With patented self-adjusting end
hook for accurate butt-end and hook-
over measuring. Blades are replaceable.
Show the Mezurall to your
customers and they'll buy
it in preference to others!



Lufkin "Leader" Chrome-Clad Steel Tape

Here's the gift that will be genuinely
appreciated by every man for those
longer measuring jobs at work or at
home. Chrome-Clad steel line has durable,
easy-to-read markings. Case is
handsomely covered with heavily
nickel plated fittings. Available
in 25, 50, 75 and 100-ft. lengths.



Sell **LUFKIN** TAPES • RULES
PRECISION TOOLS

THE LUFKIN RULE CO.

SAGINAW, MICHIGAN • NEW YORK CITY • BARRIE, ONTARIO

help

YOUR CUSTOMERS SELECT THE BEST...

hand them **CHANNELLOCK**

Made only by
CHAMPION DEARMENT



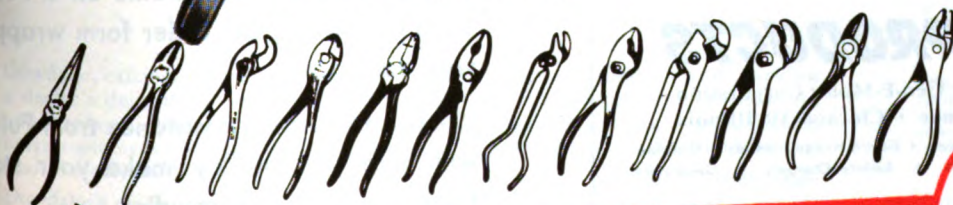
Oftentimes you are in the "middle" during the time a customer is choosing his purchase. That's when you make or lose friends. You can always be sure of the right recommendation when you suggest Channellock Pliers.

Channellock pliers are made by skilled craftsmen of a company known for nearly 3/4 of a century for its highest quality products. The outstanding features of Channellock pliers such as Longer Wearing, No Wear on the Joint Bolt, Closely Spaced Adjustments and Greater Strength make them the most desired pliers.

Whenever your customers ask for pliers . . . help them select the Best . . . Hand them Channellock. And remember, Only Champion DeArment makes Channellock.

CHAMPION DEARMENT TOOL CO.
Meadville, Pa.

Send for Catalog D1 Today.



Channellock pliers are listed in the Yellow Pages of most Telephone Directories under "Tools"

Only

CHAMPION DEARMENT makes

CHAN NEL LOCK

TRADE MARK REG.

U. S. PATENT OFFICE



We **DARE** them all

the hardness and flexibility of
PINCOR reel blades and bedknife
cannot be found anywhere else
on the market!

You can beat the blades . . . against concrete or steel—*but you won't nick them!* You can bend them in a 30 degree angle and they'll snap back—without distortion. *Can this be duplicated by any other power mower on the market?*

No, because Pincor uses an exclusive isothermal process that produces a blade of high hardness, while retaining the flexibility of spring steel. Qualities impossible by any other known method of heat treating.

It's the "cash-register-ringingest" sales feature you've ever seen. No fancy gadget—*it's something concrete to tell your customer!* It completely eliminates worry about blades and reel . . . cuts sharpening and maintenance to a minimum.



PINCOR'S out front— **not by claim—but by comparison**

When a product is so obviously better, when it is really possible to demonstrate and *prove* that it's better . . . there's no trick to selling it. And that's the way it is with Pincor mowers . . . by any standard . . . from any angle . . . they're out in front—with *everything*. Why wait . . . **USE THAT COUPON!**

PINCOR PRODUCTS

Manufactured by Pioneer Gen-E-Motor Corporation
 5841 West Dickens Avenue • Chicago 39, Illinois

Power Lawn Mowers • Hand Lawn Mowers • Electric Hedge Trimmers • Gasoline Engines • Electric Generating Plants • Battery Chargers • Generators

Pioneer
 Gen-E-Motor Corporation
 Dept. HA12140
 5841 W. Dickens Ave.
 Chicago, Ill.

Without obligation, send me further information about the Pincor power mowers.

Name.....
 Company.....
 Street and Number.....
 City..... State.....



FULTON
PACKAGED
TARPS...

EASY TO STORE
EASY TO SELL

Card
 enclosed with
 Each Tarp
 for Customer
 to Order
 his Nameplate

FEATURES THAT MAKE SALES FOR YOU

Triple-reinforced for greater strength . . . rust proof grommets every 3 feet . . . sewed with rot-proofed thread . . . treated with famous Fulton process for water repellency . . . mildew resistance.

Nationally advertised in farm magazines. The customer gets his name on a Fulton Tarp by mailing the order form wrapped with each tarp.

Liberal advertising assistance from Fulton will help you quickly make your store headquarters for tarpaulins.

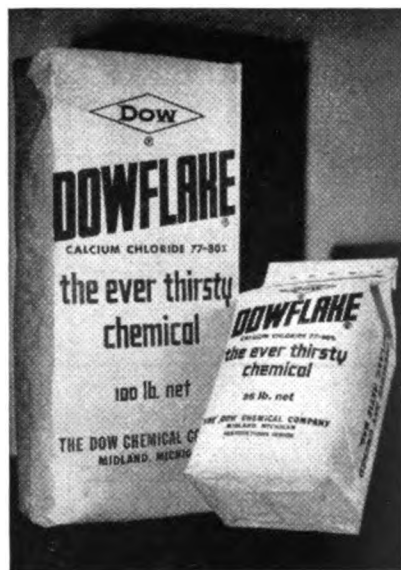
Write today for our dealer offer.

Fulton BAG & COTTON MILLS

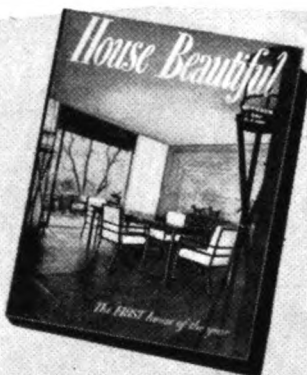
Atlanta • St. Louis • Dallas • Minneapolis • New York
 Kansas City, Kans. • Denver, Colo. • Los Angeles, Calif.

Stock it... Show it... Watch it sell!

with **DOWFLAKE** you've got a real profit item!

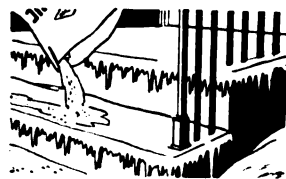


consumer ads
create demand for
DOWFLAKE



counter display
and literature
help move **DOWFLAKE**

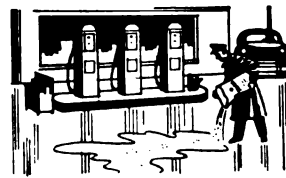
**DOWFLAKE
IN ACTION**



FOR ICY STEPS—Dowflake keeps wintertime steps clean, free from dangerous ice, helps reduce accidents. Used extensively by factories, stores, apartment buildings as well as home owners.



FOR DRIVEWAYS—No more slippery driveways. Cars can move more safely with good traction on Dowflake protected surfaces.



FOR GAS STATIONS—Dowflake, sprinkled on runways quickly removes dangerous ice and keeps customers coming.

Dowflake, calcium chloride, 77-80%, is a dealer's delight . . . easy to handle and display . . . a real "pleaser" that keeps customers coming back . . . and a solid *money-making* sales item.

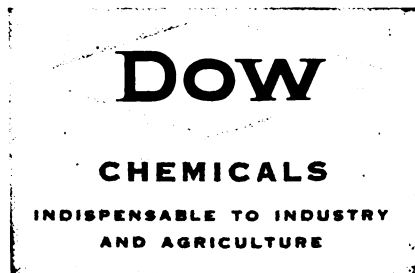
Dowflake's efficient thawing action on wintertime ice is valuable to practically everybody, including home owners, schools, churches, all public institutions and buildings. Dowflake keeps

walks, steps, driveways and parking lots free from dangerous ice assuring greater protection against accidents . . . means greater all-around safety.

Stock Dowflake in 25 and 100 lb. bags. Display it prominently. Take advantage of Dowflake literature, and watch it sell. Dowflake will make new customers, not only for itself, but for the other lines you carry.

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

Write Dow for name of distributor!



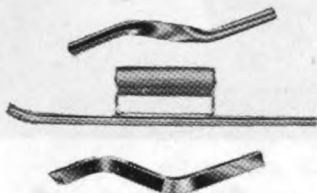
GOLDBLATT MASON TOOLS

Give YOU

→ **QUICKER TURNOVER
MORE PROFITS
REPEAT CUSTOMERS**

Give Your Customers

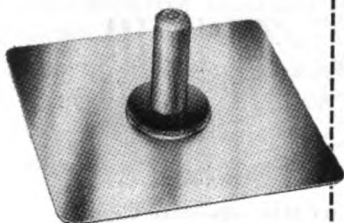
→ **FINEST QUALITY
GREATER VALUE
LONGER WEAR**



**BRICKLAYERS' AND
STONE MASONS' JOINTERS**



**PLASTERING
TROWEL**



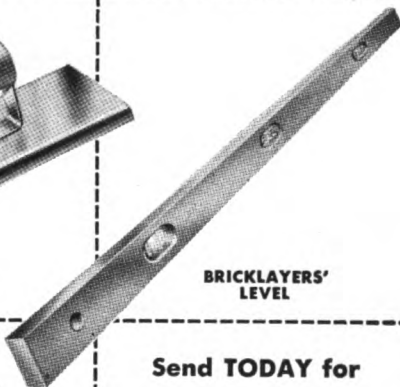
**PLASTERERS'
HAWK**



**BRICK
TROWEL**



**SIDEWALK
EDGER**



**BRICKLAYERS'
LEVEL**

ATTRACTIVE DEALER DISCOUNTS

Goldblatt sells direct to dealers, is therefore able to offer especially attractive dealer discounts.

Send TODAY for FREE ILLUSTRATED CATALOG

Write for your 1950 copy of Goldblatt's illustrated catalog describing the largest and most complete line of masonry tools and supplies.

Goldblatt Tool Company

1920 Walnut Street
KANSAS CITY 8, MISSOURI



FIRST CHOICE OF THE TRADE FOR 65 YEARS

Stock these proven SALES LEADERS



— for bigger tape
profits now and
for the future!

ACCURATE FRICTION AND RUBBER TAPES



Here's the Proof!

**SALES HAVE BEEN GOING UP—UP—UP
EVERY YEAR FOR OVER 30 YEARS!**

Every year—for more than 30 years—sales of ACCURATE TAPES by dealers and distributors have increased. That's why you can count on big profits now and even greater profits next year. It's good business to stock and sell ACCURATE TAPES. If you do not carry them—join the big parade of dealers cashing in on this nationally advertised, nationally accepted line of proven profit-makers! Don't delay—get all the details, now!

WAREHOUSE STOCKS AND AGENTS strategically located throughout the country. Write for name of wholesaler nearest you and new illustrated catalog. Address inquiries to: ACCURATE MANUFACTURING COMPANY, Garfield, New Jersey.

IF IT'S TAPE... IT WILL PAY YOU TO MAKE SURE
IT'S

ACCURATE TAPE



Mr. Hardware Dealer:

**YOU CAN SELL MORE
DRILLS, DRILL SETS, AND WOOD BITS**
by stocking and displaying
WHITMAN & BARNES
nicely packaged products!



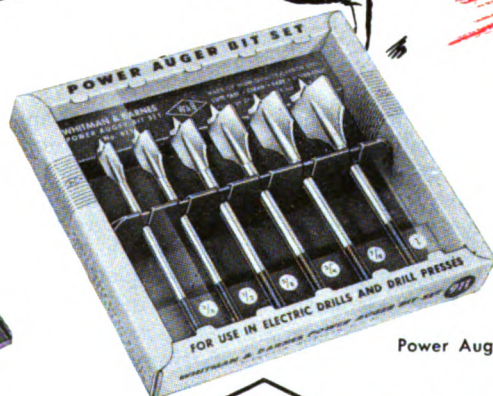
Short Length High Speed Drills with 1/4" shanks.



Carbon Steel Wood Bits with 1/4" shanks.



Glass Covered Drill Dispenser.



Power Auger Bits.



Drills in Folding Metal Containers.



THIS beautiful new catalog has been prepared exclusively for the **HARDWARE TRADE**. It lists and illustrates those tools which are of interest to retail stores, and also gives suggested re-sale prices which, if followed—will provide dealers with a **PROFIT OF 40%**.

A copy will be sent upon request.

W&B

"Makers of Fine Tools Since 1848"

WHITMAN & BARNES
PLYMOUTH, MICHIGAN

NEW YORK • CHICAGO • LOS ANGELES • HOUSTON

*There's more than
meets the eye in...*



Look inside a KWIKSET lock. See the advanced design, the simplicity of operation, the rugged, precision-built construction... the *built-in* features that make KWIKSET locks *first choice* with architects and builders across the nation. KWIKSET's unique cam action locking device provides positive knob locking. The ingenious half-round spindle reduces number of working parts. And fewer parts mean faster, more economical manufacturing operations... *lower unit costs!*

But mechanical design isn't the whole story. KWIKSET locks are exceptionally clean and attractive in appearance

... beautifully hand-finished in satin or polished chrome or brass, or satin bronze.

Dealers find that KWIKSET's high quality and striking beauty simplify their selling job. Add to this KWIKSET's low price and ease of installation and there is little wonder why KWIKSET locks are fast-moving, profit-making items. Get the complete story on KWIKSET locks today.

MATERIAL AND WORKMANSHIP UNCONDITIONALLY GUARANTEED

MANUFACTURED BY



DISTRIBUTORS

Kwikset Sales and Service Company

ANAHEIM, CALIFORNIA

Outlook for Hardware



In a Military Economy

Can we have guns and butter? How will the rearming effort affect hardware supplies? Here is an authoritative appraisal of the outlook for the hardware business in a military economy.

By PETER B. B. ANDREWS

*Standby Economic Advisor,
Economic Stabilization Agency*

Favorable demand prospects are ahead for the hardware industry in the defense economy, tempered only by the question of availability of materials for manufacturers.

As mobilization progresses, various lines of hardware have come under careful scrutiny of Government officials as to potential material needs, and, contrary to some beliefs, the future does not look at all frightening. In fact, as matters stand now, it may be possible for hardware retail sales in the next 12 months to compare rather favorably

with those of any year in the past.

For one thing, new housing is unlikely to dip drastically from average levels of recent years, despite the drawbacks of new credit restrictions. Under new Federal regulations builders cannot legally hoard materials, and if a reasonable cut-back takes place in the record pace of home construction, the writer believes there will be no early need for the Government to institute drastic priority or allocation programs over most building materials in the current partial armament

economy. Military needs of lumber, for example, in the present fiscal year through June are now expected to be under 2 billion board feet, or about one week's output at the current rate of production.

These expectations assume a relatively slow rearming. A full-scale war would bring radical cutbacks, but even if the entire field of civilian housing were cut off, that would still leave an enormous modernization and repair market, with a potential for the next 12 months of well over \$1 billion.



PETER B. B. ANDREWS

About the author . . .

Peter B. B. Andrews has earned an enviable reputation as an economic analyst. His Future Sales Ratings surveys covering 100 industries, conducted for *Sales Management*, have shown a record of 84 pct accuracy over the past 15 years. During World War II he served as a WPB industrial economic advisor and currently is standby economic advisor to NSRB, marketing economist for Hearst enterprises, and consulting economist to *Sales Management*. He is a frequent contributor of marketing reports to leading magazines.

Actually, more than 15 pct of the nation's homes are in need of major repairs. Of the 25,000,000 urban dwelling units, one-sixth still are equipped only with a wash tub or basin, and half of these have no indoor toilet facilities.

Public buying psychology is better now, and a hardware dealer will be able to sell his goods more easily than before the Korean war. There exists widely prevalent sentiment among the people that they will not be able to get some hardware lines as the rearming economy tightens, with a consequent drop in sales resistance.

Thus, while retail hardware sales tended to run a little below 1949 in the earlier part of 1950, there was considerable improvement in the latter part of the year, and a very favorable comparison for the full year 1950 is likely to be recorded with the \$2,088,000,000 retail sales for 1949.

A much more important role is likely to be played by the independent retail hardware dealer in this instance than he did prior to World War II, or during World War II.

He is handling now a greater diversity of products than he did in those periods; his clientele has broadened with the 20,000,000 growth in population since then; the huge growth in home-building has created millions of additional hardware users; and public employment and disposable personal income, as well as public savings, are now close to record-breaking levels.

His public is in a much improved buying mood, compared with the early stages of World War II. Just before that war broke out, unemployment was high and sentiment

poor, savings were low, and there had been a very slow decade of home building, with consequent low interest in hardware.

He is in a much more favorable position to be supplied with hardware items to sell, even if much greater mobilization takes place. The present situation is not at all comparable with that of World War II. Only a few months after we entered that war, 50 pct of our total industrial effort was going into military production. Now, only a small fraction of the country's large manufacturing capacity is going into war goods. And, that capacity has been built up greatly since the end of the last war.

It is significant that over \$18,000,000,000 went into expenditures for new plant and equipment in this country during the year 1949, over \$19,000,000,000 in 1948, over \$16,000,000,000 in 1947, and \$12,000,000,000 in 1946. This represents a tremendous expansion of productive facilities.

By comparison, expenditures for new plant and equipment in 1940 totaled \$6,500,000,000; in 1939 they were \$5,200,000,000, and in 1938 they totaled \$4,500,000,000. We are a far bigger, and by reason of vast expansion into more modern plant in recent years, a much more efficient nation of industrial producers than we were a decade ago.

Considering the size of our modern plant, it is believed that the military goods now called for can be produced with ease and with a leeway still permitting an output of civilian products not far from the level of recent years.

At the moment we are turning out war goods at the rate of about

\$20,000,000,000 annually, and the current goal of the armament economy is about \$40,000,000, or over 14 pct of the gross national product of the country, now running at the rate of about \$280,000,000,000 annually.

It may be noted for comparison that the gross national product in a good year like 1947 totaled \$216,600,000,000, or almost \$50,000,000,000 less than the current annual rate! This difference alone is greater than the present projected annual rate of military expenditures.

Naturally there will be some sacrifices, even under the present program, as production for the military services rises, with some resultant deflationary effect on production of civilian goods. But the basic hardware lines are likely to be cut back less than many other lines, reflecting their more essential nature.

Automobiles, now at the tremendous annual production rate of 8,000,000 may decline to about a 5,000,000 rate—still huge by comparison with past years. Trucks may recede from about a 1,500,000 annual production rate to about 1,000,000, refrigerators from about 6,000,000 to 4,000,000, washing machines from 5,000,000 to 3,000,000, and vacuum cleaners from 3,500,000 to 2,300,000, to use a few examples where materials may be saved.

These potential production rates for the future, however, are still at prosperity levels. In fact, with production facilities the country has now, there are enough materials for both a booming civilian economy and fulfillment of the current war schedule.

In steel, for example, one of the most essential of war materials, capacity has been expanded beyond 100,000,000 tons annually, a jump of 18,000,000 tons since 1939. Maximum needs of the present war schedule are only 6,000,000 to 7,000,000 tons.

Stockpiling, moreover, has progressed to the point in critical metals where we now have an estimated 100 pct of the copper requirements, 100 pct of the aluminum requirements, 80 pct of the zinc requirements, 85 pct of the lead requirements and 50 pct of the tin requirements necessary for the conduct of a year's fighting of the Korean war type. And, despite heavy production of civilian goods, the tempo of stockpiling has risen sharply in recent weeks, to insure a greater margin of safety.

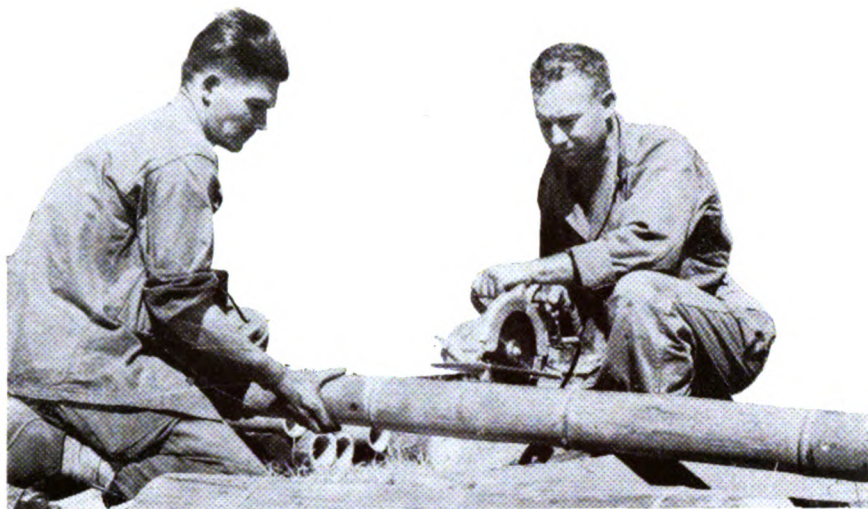
Moreover, productivity of our nation's plants, as well as capacity, is rising and will rise further. In steel, for example, there are 6,000,000 additional tons of capacity under construction, on top of the record-breaking plant now existing. Despite improved productivity, there is still some slack in the nation's producing ability. Even without an unusual increase in the labor force or in hours of work, the present material and human resources of the economy are sufficient to lift the nation's total production to an annual rate some \$10,000,000,000 above the current rate, with substantial gains to be anticipated in 1951 and succeeding years, to reach an immense goal of \$350,000,000,000, or about \$70,000,000,000 over the present annual rate of gross national product.

Emotional thinking has stampered some people into acting rashly, and a good deal of the current shortages are definitely artificial. Thus, barring a full-scale war, and with a proper crackdown on hoarders and gray marketers, all military requirements should be handled with no truly serious reduction in the manufacture of peacetime products from levels of recent years.

An overnight change in the war situation naturally is an ever-present possibility, with the Federal administrative machinery now set to make a quick change to a faster pace of rearming or an all-out effort. A sudden washing out of the Korean tangle would mean no setback in defense preparations; we are now thoroughly committed to the necessity of rebuilding military strength for ourselves and our allies.

War-scare buying and inventory-hoarding have tended to rock the economic boat, but Washington now has powers to crack down hard on hoarders, and to emphasize these powers, examples are sure to be made of some offenders. Nothing official has been done as yet to take away the excess in some inventories, but, as in the early stages of World War II, such inventories of critical materials are likely to be exposed soon and surplus holdings reduced.

The writer discovered during his association with the War Production Board in the last war that the very large majority of businessmen are highly cooperative in sacrifices for the war effort; nevertheless, there always seems to be a small,



Portable power saws find thousands of uses as in this overseas military building operation.

tough core of uncooperative people who must constantly be watched and punished to bring about a more equitable division of materials for all.

If unfair distribution of materials and goods should get out of hand, then full-scale rationing and price controls could legally be used under the new government powers. Such controls often hit some people inequitably, because of the base period used for determining quotas or because of special work being done. In such cases, we were always glad to listen to appeals for extra materials, and granted those that were legitimate and justified. Many misunderstandings and undue fears arose on controls and appeals in World War II days, but businessmen discovered the Government reasonable if it fully understands a situation.

Regardless of whether we have fractional or full-scale war, or if there is simply a defense economy, there appears to be a high level of activity ahead for the hardware industry. Greater emphasis on modernization and repair is likely in the future, and it is possible, unless there is a bad turn in the international situation, that even new housing may fall back from the current rate of around 1,000,000 homes a year to no less than around 700,000 or 800,000 homes a year—still a considerable figure, compared with those of recent years.

In any event, as the situation shapes up now, the writer believes that manufacturers, wholesalers and retailers of hardware lines should have a great deal of equipment to sell in the months ahead, and a favorable market in which to sell it.

To the Point

• Newsworthy Comments on Current Problems

STEEL PRICES: These steel price increases reflect only increases which are to result from the labor settlements . . . the new price schedule does not reflect any increases in costs of purchased goods and services which have already taken place.—*Benjamin F. Fairless, president, U. S. Steel Corp.*

INFORMATIVE LABELING: An informative label on a product can give Mrs. Consumer buying confidence and can provide her with guidance when there is no sales person to help her, as she faces a counter heavily laden with a mass display of products . . .—*C. L. Condit, Society of the Plastics Industry, Inc.*



Soedler's has almost 5,000 sq. ft. of sales space and the new display opportunities are effective in keeping business at home.

Modernization Builds Bigger Sales Volume

Soedler's modernization program proved that the store could increase its sales because it could display more merchandise better

A thriving hardware, plumbing, heating and electrical business, employing 20 to 30 men seasonally and requiring six trucks to handle deliveries and service to home owners, needs a modern, well-stocked store in order to cash in to the fullest on its merchandising potential.

This need resulted in Melvin Soedler building a spacious, modern hardware store to replace the one destroyed two years ago by fire on the same site. Its formal opening drew several thousand people and in itself, became a civic event when the merchants of Peru, Ill., helped Soedler's Hardware celebrate by co-operating in making possible a special "Shop in Peru" ad section in a local newspaper.

Soedler's remodeling program is part of a modernization campaign which Peru merchants are conducting to improve the downtown shopping area. Its purpose is to bring new customers into town and to keep old business at home. Peru is so situated that it is relatively easy for people to shop in larger neighboring cities.

"Our store enables us to display a great deal of merchandise," says Melvin Soedler, "and our sales are



Lighting arrangements—fluorescents flush with the ceiling; indirect lighting for the wall cases, make Soedler's Hardware a daylight store.

owing the result of such merchandising. For the first time, we are really beginning to realize the full sales potentialities of the many counts we have been serving in various capacities for many years."

A striking feature of Soedler's hardware is its store front designed by a local architect. The store interior layout was planned and its fixtures obtained through the Shapleigh Hardware Co., St. Louis, wholesaler.

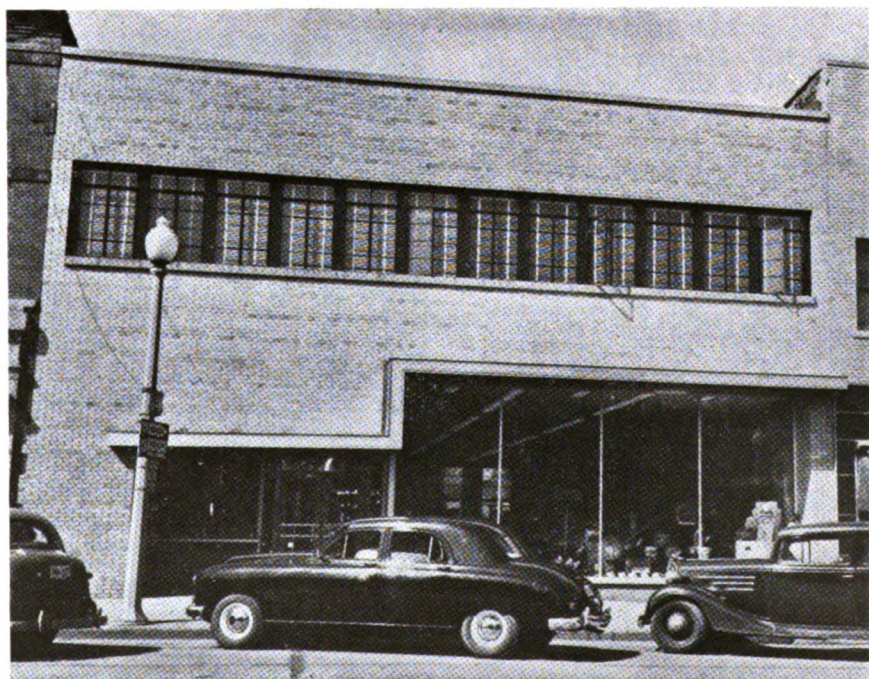
The modern front has two display windows of stepped-up height which give a distinctive look to the two-story brick building. An aluminum canopy above the display windows has a slight overhang to afford some protection from the weather. Professional offices on the second floor help carry the building costs.

The store, measuring 44 by 100 feet, has radiant heating installed by the firm's own service crew and the flooring is of a special composition tile, particularly suited to that type of heating.

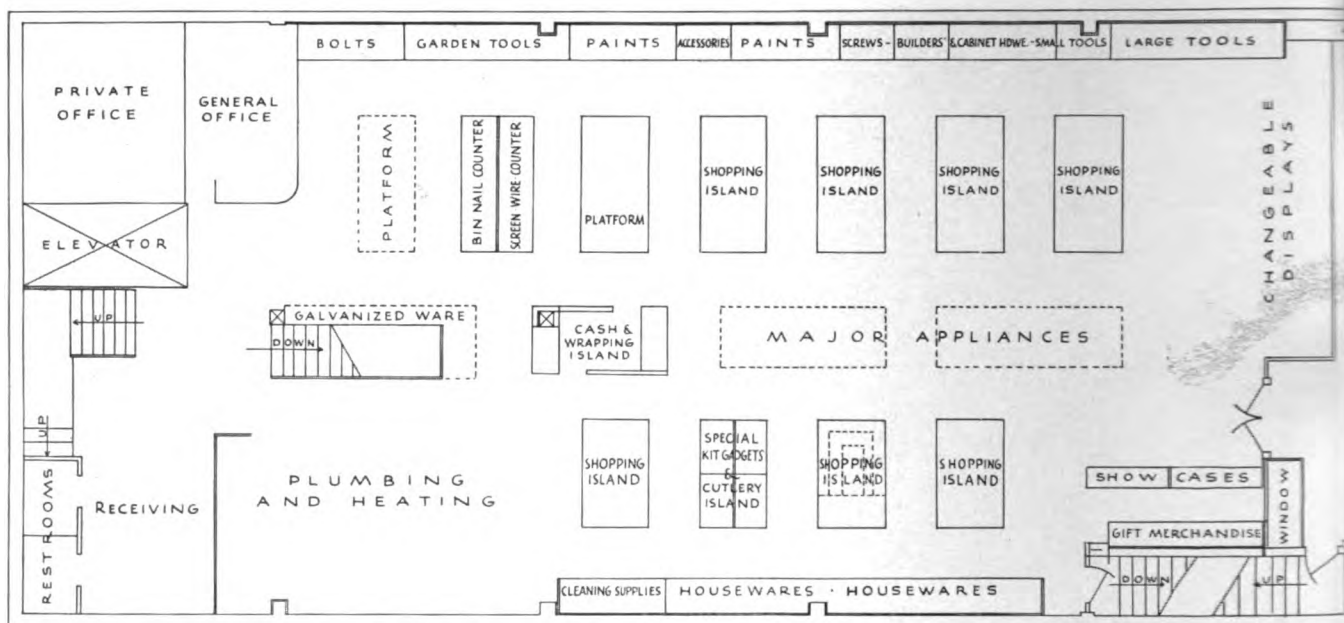
Lighting is furnished by four rows of fluorescents flush with the ceiling and these, together with the indirect lighting at the wall cases, result in a daylight store.

Display fixtures are finished in bleached oak, the grey tone harmonizing pleasingly with the color scheme in the store. An interesting construction and design detail

was obtained by leaving some of the wall areas unplastered, thus creating attractive natural brick panels. Since a fine quality of building brick was used, this deco-



Soedler's—the store that is helping modernize Main St., Peru, Ill. Built to replace a store destroyed by fire, its front is a departure from customary design.



Floor plan of the Soedler store.

ration detail provides a pleasing and welcome eye break in what otherwise would have been a commonplace stretch of wall.

Though numerous, conventionally-sized shopping islands are used at the new store, the management is also displaying merchandise effectively on small units. These measure 2 by 5 ft. and have the advantage of being small enough to permit combinations of two or more to be used.

One enters the store near a very

distinctive gift department. The next striking impression is made by the appliance department which also enjoys a front-of-store location and which, because of Soedler's plumbing, electrical and heating divisions, gets very strong sales stress.

Plumbing displays are made up of model bathroom units, in color, complete with shower curtains and other customary appurtenances. Customers are offered a wide selection of fixtures.

In addition to its over the counter sales, the Soedler Hardware does contract work for industries in plumbing, heating and wiring, as well as in sheet metal and welding.

Soedler's Hardware is a 77 year old firm founded in 1872 by George Soedler. Charles Soedler, a son, carried on the business after the founder's death until several years ago when he sold his interests to his son, Melvin, the present owner and manager.

Novelties Have Box Office Appeal

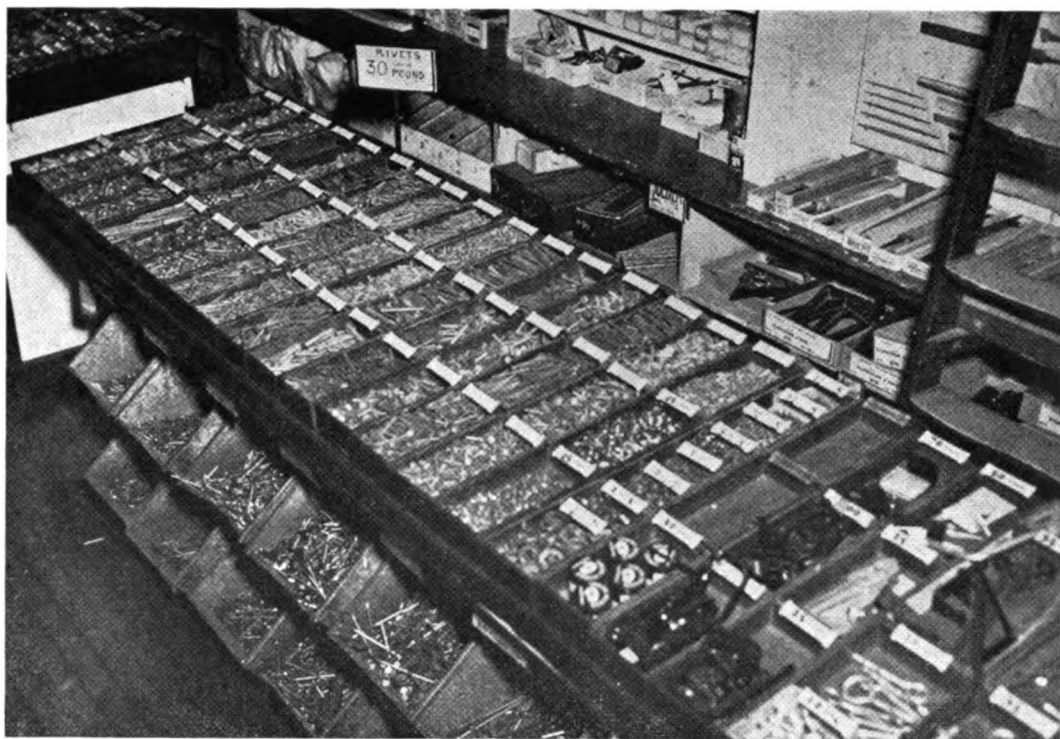
Sam Hill Hardware, Prescott, Ariz., believes that good merchandise, when dramatized properly, gets box office appeal that shows up in the cash register. Recently the firm received a shipment of novelty cookie jars. Then Mrs. Dorothy Richardson, manager and buyer for the housewares department, staged her little display drama for the benefit of the customers.

She covered the special "show-every-other-week" table with a fresh paper table cloth (sold in her department) and made a "tree" out of a branched twig. The twig was first stripped of its bark and then coated with aluminum paint. After being anchored into a base, cookies were suspended from the branches by gayly colored ribbons. There wasn't a customer who didn't stop by to examine the attractive novelty jars.



Mrs. Richardson at her "show every week" display table; this one, her novelty cookie jar promotion.

part of the 45-ft lineup
of open displays, carefully
price marked, suggests
self service.



45-ft Display of Fasteners Encourages Self-Service

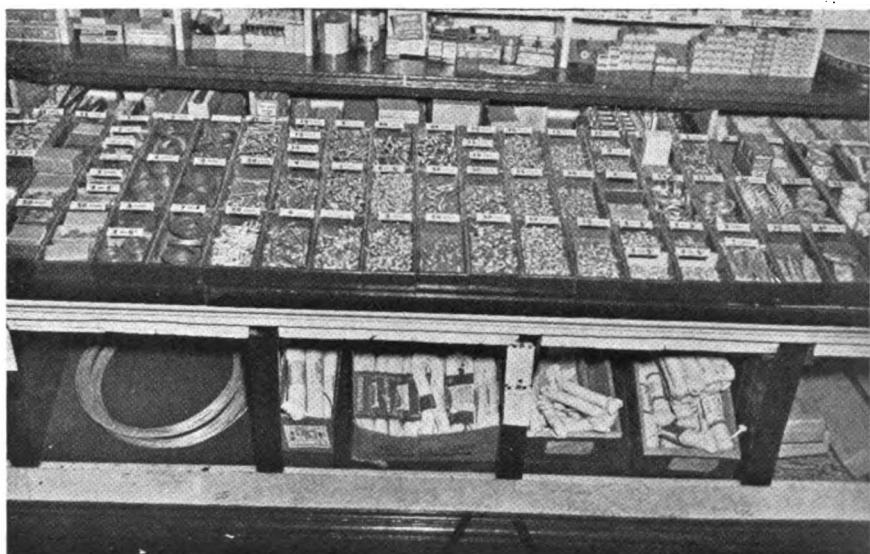
*Neat appearance and invitation to self
service mean many impulse sales of these
bread and butter hardware lines*

At Bigler Hardware, 400 Court
St., Beatrice, Neb., owner E. M.
James shows fasteners of all types
on an almost unbroken stretch of
45 ft. of display tables. In back of
them are panel displays of hand
tools.

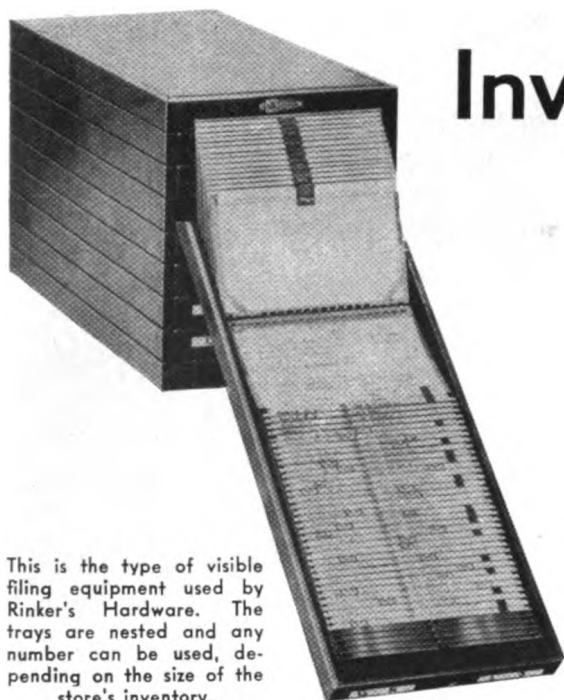
With such a prominent lineup,
carefully price marked and always
neat, Mr. James reports that farm-
ers and builders usually serve
themselves and often make pur-
chases of these goods on a strictly
impulse basis.

Trade is attracted from miles
around by this 45 ft. section, which
is divided into three units along
the sidewall. Mr. James declares
that the tables and his method of
showing these bread and butter

(Continued on page 117)



Another portion of the long lineup that sells staple fastener lines.



This is the type of visible filing equipment used by Rinker's Hardware. The trays are nested and any number can be used, depending on the size of the store's inventory.

Inventory Cut \$3,000

Rinker's Hardware, Anderson, Ind., finds itself out of items less often since using its new card index system. Index serves as a valuable guide in buying and cost only \$116 to install

Among the benefits realized by Rinker's Hardware, Anderson, Ind., on its inventory control system, after it had been in use only one year, was that inventory had been trimmed by \$3,000, and that there were fewer outs than before.

The new system, which involves the use of visible index files, has helped the management of this store to know just how the stock stands in any line of merchandise, at any moment. For one thing, it cuts down the time required to be spent with wholesaler's salesmen.

The system helps management determine the quantities which can safely be bought on any specials. It helps determine when a line of goods is not paying its way, or if the line deserves all the display space devoted to it.

The stock control device also shows which sources of supply give the best prices on the various lines of merchandise.

The initial cost of the system was only \$116, the price of a file cabinet and a five-year supply of visible file cards.

Each visible file holds 47 cards of the kind shown on these pages. These cards lay flat, with just the bottom margin showing. Each card is ruled off for six items and therefore one tray takes care of 282 items.

While the inventory control system is the personal responsibility of Thurman E. Rinker, manager,

this responsibility is divided with salesmen in the store, each of whom must maintain the records of his or her own section. With the exception of paints and paint supplies during the heaviest buying season, the cards are run once a month.

There is no specific time for running the cards, although usually each salesman can do his files in a couple of days without interfering with his attention to customers or other store work.

As the files are brought up to

date by each salesperson they are returned to the office where Mr. Rinker looks them over and enters the number of each item sold during the past period. This he does by adding the number received during the period to the quantity in stock, less the number on hand at the end of the period.

At the same time that he does this, Mr. Rinker lists in the war book all items needed and the quantities to be ordered. He then makes a notation on the index card of the



Four generations of Rinkers are, from left to right, S. C. Rinker, 90; his son, C. A. E. Rinker, 66, who started the business in 1918; Thurman E. Rinker, 34, present manager, and his son, Philip T. Rinker, 9.

New Control System

	1/1	3/5	3/3	1/2																
Article or Description	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd
COLD CHISEL	3	1		4																
		2		④																
				1																

Left—The simplicity of the control system is illustrated by this card. It shows that on Feb. 5, only one JI cold chisel was on hand. Four were ordered and that number was placed in the order column. When the four were received the number was circled to show that they were placed in stock. One was sold during February, so when the next check was made on March 3, there were four of the tools in stock.

Right—A glance at this card shows that in the case of H20 Hack saw the stock was not adequate and the store was "out" of them two times. By raising the stock slightly it was possible to keep enough on hand. Hack saw blades are one kind of goods on which it is not necessary to take an exact count each month. The card shows that a certain hand-saw was not moving so the price was cut in July and it was closed out. When a wholesaler ran a special on the M2 hammer a check of this card showed that it was a quick seller. The buyer noted that the rate of sale justified ordering a number of them at the special price.

1949		1/1	3/5	3/1	3/3	5/4	4/1	7/5	3/2	9/5	1 1/2	1/1	1/1								
No.	Article or Description	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd	On h'nd	Or'd
	HACK SAW BLADES	63	OK	OK	14	8	OK	OK	OK	22	7	OK	62								
	10" 24T																				
VC					49	6				58	15		17	145							
M20	HACK SAW	3	1	1	-	-	4	2	3	1	3	2	2								
				3	3	3	3		3		3										
W			2	3	4	3	2	2	2	2	1	1									22
A3	HACK SAW	3	3	2	2	1	3	3	2	2	1	3	3								
S				1		1			1		1										4
105	HAND SAW	7	7	7	6	6	6	6	1	-	-										
	(CLOSE OUT)																				
					1				5	1											
M2	HAMMER	3	1	-	1	2	3	19	15	13	10	7	5								
				3	3	3	3	3	2	4	2	3	3	2	32						
			2	5	3	3	3	2	4	2	3	3	2	32							
																	</				

quantity ordered of each item. When the order is received it takes only a few minutes to pick the items on the invoice which are shown on the cards, and to circle the quantities ordered and received. When an item is cancelled on the invoice the figure on the index card is erased. Any figure circled indicates that that number of items has been received. Mr. Rinker finds that on the majority of items, it is possible to keep items in stock that have sold faster than usual. The quantities a store should maintain on its records would naturally depend on how often orders are written and the promptness of shipments.

This store does not keep a record on everything carried, but does keep cards on all lines which are stocked consistently and which represent the biggest dollar volume on the inventory. Some of the lines on which records are kept are paint and paint supplies, clocks, electric appliances, glass ovenware, aluminumware, hand tools, light fixtures, stove and furnace pipe, cutlery, galvanized ware, garden tools, ladders, hose and sprinklers, plumbing supplies and glass.

Many items are not kept on the cards because the dollar volume represented on the inventory is not large enough to offset the time involved in keeping records. Such

items are screws, bolts, pipe fittings, odd items in tools, small items in counter bins, kitchen gadgets, etc. Many of these products are stocked in display bins on tables and it is easier to see when it is necessary to reorder.

This system does not eliminate the want book, Mr. Rinker points out. There are many times when a particular item that has not been moving fast will go out seemingly all at once. The person in charge of that section will probably realize that this is happening and will enter the item in the want book immediately instead of waiting for the out to show on the next run of the cards.

1949		1/1	1/3	1/5	1/11	1/5	1/7	1/8	1/4	1/6	1/7	1/4	1/1
No.	Article or Description	On h'nd	Ord	On h'nd	Ord	On h'nd	Ord	On h'nd	Ord	On h'nd	Ord	On h'nd	Ord
TG 260	OUTSIDE WHITE 5'S	2	2	2	2	1	4	6	5	3	3	3	3
						1	2	2	1	2			8
TG 243	" PRIMER 5'S	4	4	4	4	4	7	6	6	4	3	3	3
							2	1		2	1		6
TG 260	" WHITE 19 GAL.	19	19	17	8	18	22	8	11	18	11	6	4
						24	24	13	24	24	13	4	
				2	9	14	20	26	33	41	15	9	171
TG 243	" PRIMER 11 GAL.	11	11	10	2	12	8	13	3	4	9	7	7
						14	13	13	4	13	8		
				1	8	6	8	7	14	15	3	2	64
TG 231	JERSEY CREAM 5 GAL.	5	5	5	5	1	6	2	5	3	2	2	2
						4	3	4	1	2	1		15
TG 230	IVORY 5 GAL.	8	8	8	8	6	10	9	9	9	9	9	9
						2		1					3
HOUSE PAINT													

Six kinds of paint and their code numbers are listed on this card. The top line in each case shows the number of each on hand each month. The second line shows number of cans ordered each month. The third line shows sales by months. Adding across on this line gives total of each item sold during year. It will be noted that stock of Ivory was out of proportion to sales.

The cards are not run during the period from Nov. 1 through Christmas. Christmas merchandise coming in and being displayed necessitates the condensing and rearranging of many other lines and displays. To run the cards at this time would take considerable time.

Mr. Rinker tries to let the stock drop a little lower during the

Christmas period because of inventory, which is taken at the first of the year. More reliance is placed on the want book at this time, but reference is still made to the index cards to help in determining the quantities to be ordered.

In addition to cutting down the time of wholesaler salesman's calls, the inventory control system gives

the management an accurate guide as to how well an item is moving and prevents a buyer from being high-pressured into ordering a greater quantity than is actually needed.

The workings of the system is best explained by sample cards from the Rinker system shown on these pages.

So the Sportsmen Know Where to Go



There's nothing like a window display such as this one used by the Joe Brandt Hardware, Alton, Ill., to whip up a hunter's appetite to get his equipment as complete and in tip-top shape as possible. This window features not only firearms and ammunition but such related sportsmen's needs as outdoor camping and fishing equipment.



Stubbs Hardware, Seattle, Wash., and its \$1,100 action sign. When in operation, the sign simulates a hammer striking the head of the nail. At night, spotlights in the marquee, focus on the outdoor displays and display windows.

Inventory Doubled

Sales Doubled

New self-service, drive-in hardware offers wide assortment of merchandise to new home owners and home builders, a policy that pays off in increased sales.

Doubled sales volume from doubled inventory is what Al Stubbs of the Stubbs Hdwe., Seattle, Wash., has accomplished since opening his modern and attractive drive-in hardware store in December, 1948.

Sales this year are currently running over twice the dollar volume for corresponding months in 1949.

A principal reason for this, Mr.

Stubbs believes is his close attention to inventory requirements for residents in his trading area. His analysis of customer needs prompted the gradual and continuing expansion in lines and variety of merchandise handled.

Expansion of inventory has been towards "filling in the gaps." Mr. Stubbs considers any department

worth maintaining should be developed to its fullest potential.

He has made himself a specialist in his store's major lines—paints, electric goods and fixtures, hand tools, builders' hardware, garden tools and supplies and plumbing supplies (no fixtures).

The store is located approximately one mile north of Seattle's



The store specializes in paints, tools, builders' hardware, electrical goods, and practically everything the new home owner or home builder will need.

city limits, in a rapidly expanding suburban district. Most of his customers do their own repair work and many are building new homes for themselves. They have learned that they can find almost any hardware item they need at the Stubbs Hardware.

Besides variety in merchandise, customers are offered a choice in price and quality—"good, better and best." An example, is the ordinary garden trowel. A beginner in gardening, Mr. Stubbs observes, will want an inexpensive trowel; an

"advanced amateur" will want the medium priced article while a professional would naturally seek the best trowel available.

By having all three on hand, he is able to satisfy all, which is more profitable, he has found, than losing a sale because he does not have an item. Customers don't complain about the inadequacy of a stock, he reports. They just don't come back a second time.

But it requires more than having a sufficient stock to push the sales curve up. Merchandise must be dis-

played so that customers can see it. Consequently the Stubbs Hardware was planned to be a self-service store as far as possible.

Additional sales stimulation has also resulted from a number of design features incorporated in the store building. One is the all-glass visual front which stretches across the full 76-ft width of the building.

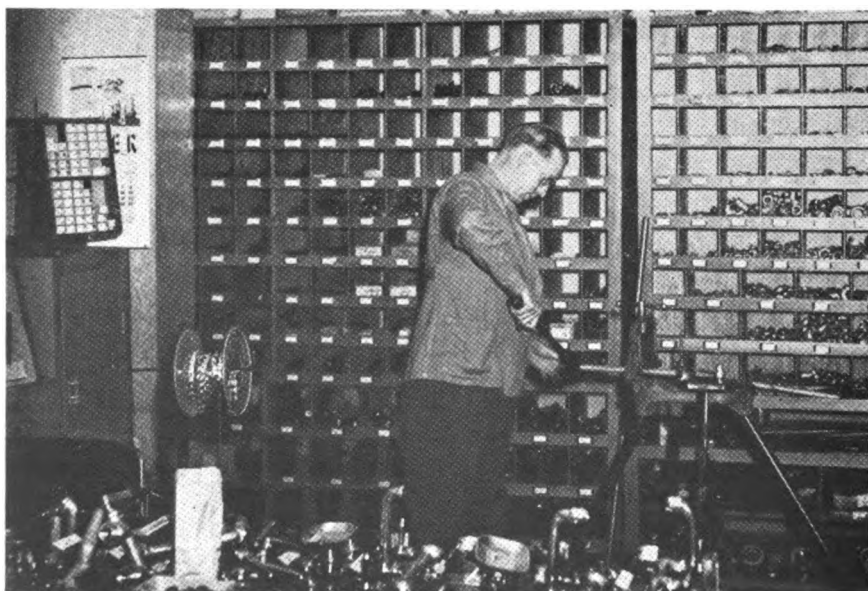
The full length of the walk in front of the store is covered by a marquee to protect customers and outside merchandise displays from the weather. After dark spotlights built into the marquee focus on the sidewalk displays and on the front windows.

A recent addition to the building is an extra sales room built off one side of the original structure. The new room serves as a special farm and gardening supplies' section and has permitted the expansion of garden tools, seeds, fertilizers, etc., and provides more display opportunity for other lines in the main sales room.

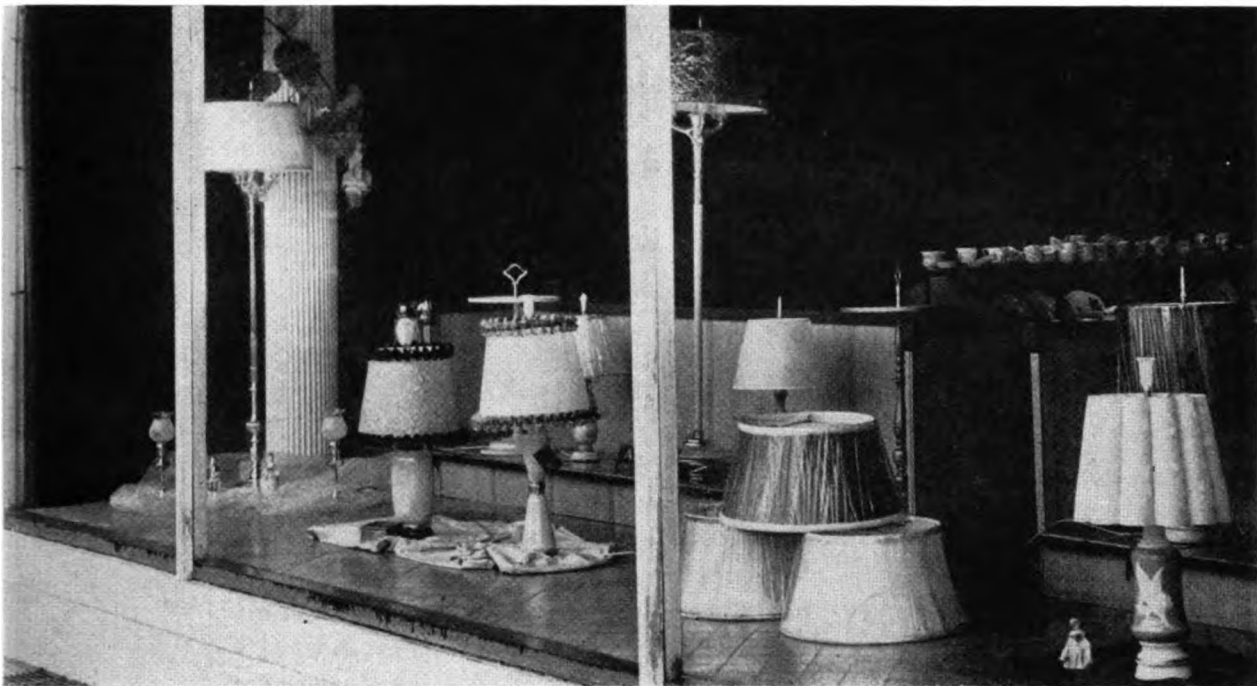
Construction of the concrete block building was planned to permit just such expansions, provision having been made for two large entrance ways in the one side wall. Similar provision was also made in the back wall for a warehouse and heavy hardware store room, soon to be erected.

Another feature of the store building is an electric sign, which

(Continued on page 103)



Ed Johnson, store salesman, threads a pipe for a customer. Nuts, bolts, pipe fittings are some of the store's fastest moving items.



Typical of the window displays featuring lamps at Briggs Hardware. A minimum number of lamps is featured, these items being the center of attraction.

Lamps Are Sales Builders

Finding that the sale of an attractive lamp is just the beginning of a cycle of sales, Briggs Hardware concentrates on selling them as a starter

Both table and floor lamps are steady dollar producers for Briggs Hardware, in Neosho, Mo., a town of less than 6,000 people.

"Lamps have always been a good line with us," says Miss Lora Briggs, owner and manager of the store. "Even in the days when our lamp volume was in oil and gasoline lamps, we did a consistent and profitable volume. Women seldom buy them for their utility, purchasing them for their decorative value.

"I always try to learn about the customer's plan," she continued. "This gives me a talking point regarding color—whether the cus-

(Continued on page 102)



The customer likes the lamp but the shade is the wrong color for the room she wants it for, so another is being suggested.

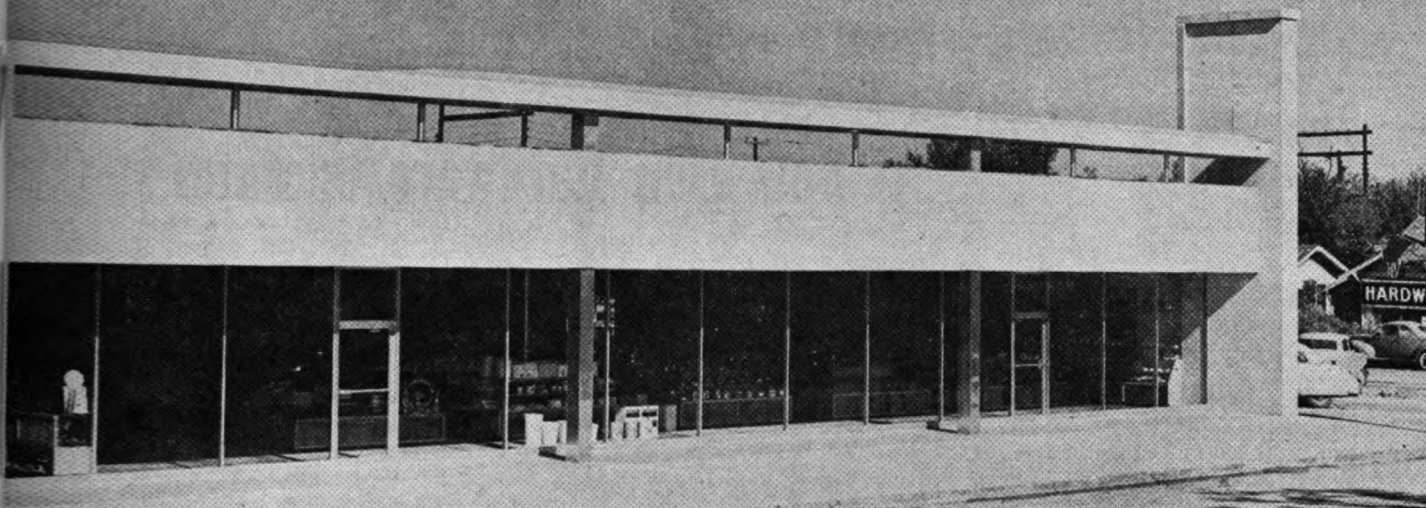
New Store Boosts Traffic 50%

This new home of Lion Hardware Co., Abilene, Texas, justifies the reputation of Texans for doing everything big. The new store of this 26-year old company has a 100-ft glass front, 10,000 sq. ft of unobstructed selling area, 37 shopping islands, 240 ft of wallcases, and year 'round air conditioning. Here the HARDWARE AGE camera takes you on a tour of this new building which has already boosted traffic 50 pct over that of the previous location.

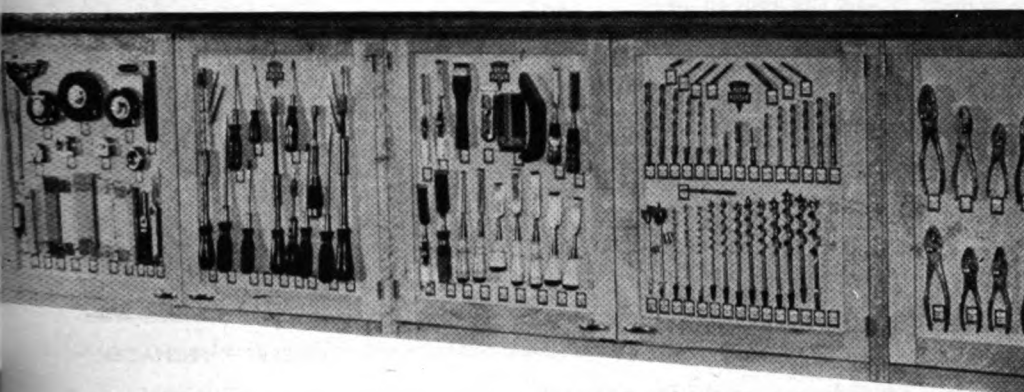


General view of the new Lion Hardware Co. store, showing some of the 37 shopping islands.





the new Lion Hardware store building with its cast stone facade and 100 ft. of plate glass front.



A section of the panels in the hand tool section. Note the extensive use of identification and price tags.

Turn page for more details on this new store

A wall section of the builders' hardware soundproofed room.





... How Lion Hardware Operates

(Continued from preceding page)

"Since moving into the new building three months ago, we have had an increase in store traffic of at least 50 pct," reports Gilbert P. Pechacek, manager of the new Lion Hardware Co., Abilene, Texas, pictured on this and the preceding page.

"We account for this remarkable increase by the more attractive displays and the lighting, and also to the paved parking lot which adjoins the store and provides accommodation for 53 cars," Mr. Pechacek says.

From the beginning of the enterprise in 1924, the Pechacek brothers had the idea that another hardware store could prosper through wide diversification of lines. This idea has paid off well, for in addition to extensive lines of the merchandise generally found in hardware stores,

this firm has, from time to time, added some side lines which have developed into major volume lines.

The store, located at 526 Cypress St., has a 100-ft glass front which gives shoppers an unobstructed view of the store's 10,000 sq ft of selling space. The store has only three slim supporting metal posts and the line of sight is unbroken, from one side of the store to the other, as displays on the 37 shopping islands are kept below eye level.

There are also 240 running feet of wallcases, which are indirectly lighted by built-in fluorescent fixtures.

The fixtures required for this store constituted the largest order which was ever filled by Streater Industries, Inc., store fixture manufacturers.

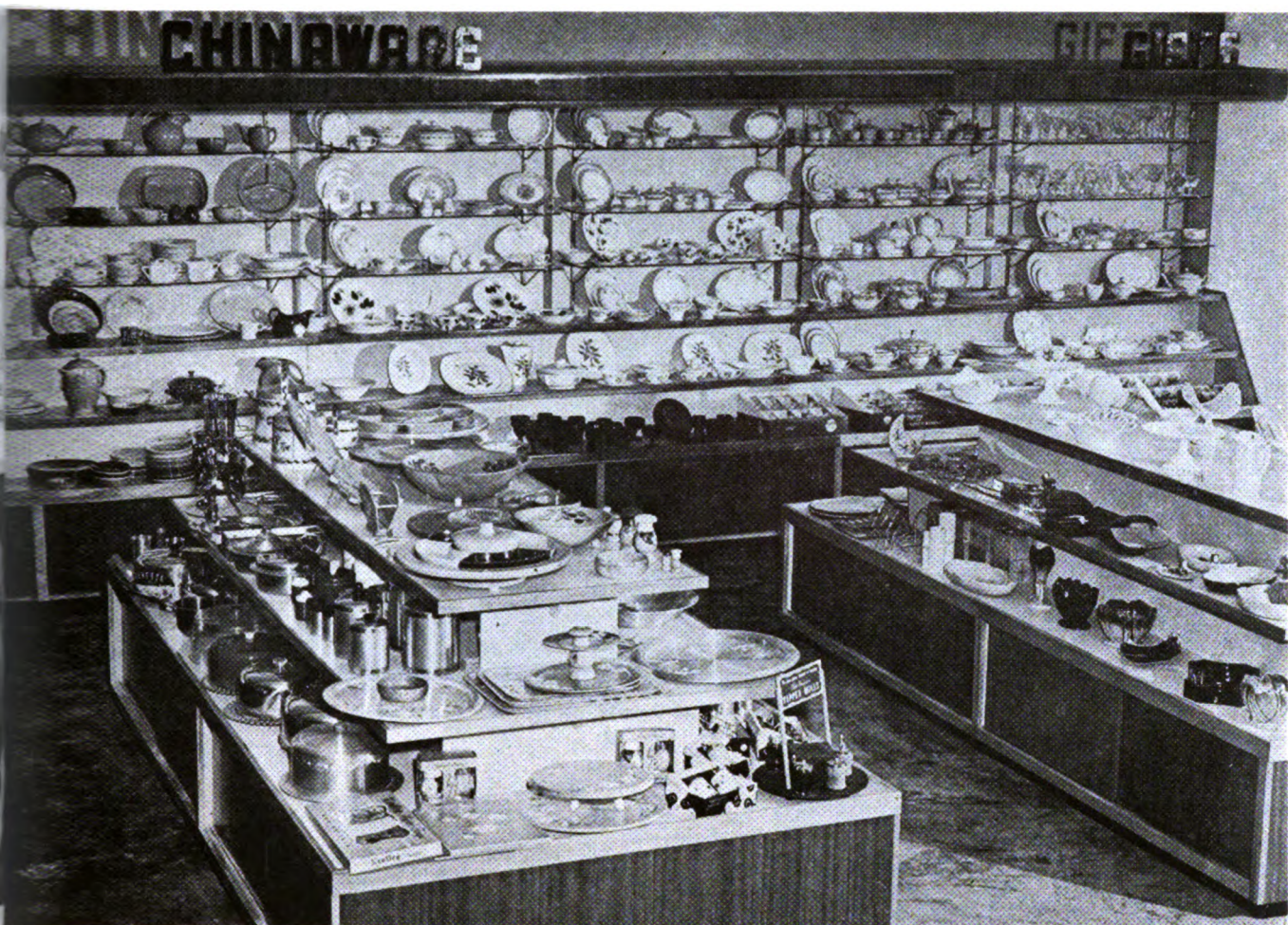
A 25-ton capacity air conditioning system makes it possible to maintain a constant 75° temperature.



GILBERT P. PECHACEK



The sporting goods section of the new store. The 960 running feet of ceiling lighting is augmented by 240 feet of fluorescent tubing in the wall cases.



A suggestion of the variety of patterns in dinnerware and giftware carried by the store is given in this illustration.



JOHN PECHACEK

The business, when first started in a 25 by 80 ft store, was almost entirely in shelf hardware. Appliances and builders' hardware were added in the second year. Hotel and restaurant supplies, chinaware and sporting goods were taken on in 1927 when the business was moved into its second home. The hotel and restaurant supply department is now one of the most important

branches of the business and is said to be one of the largest of its kind between Fort Worth and El Paso, with more than 1000 accounts.

Mrs. Donnell Pitts, who supervises china and giftwares, joined the business as the third co-owner upon the death of her husband in 1929.

One of this store's most unusual lines is chemical supplies. Since 1934 Lion Hardware has been supplying chemicals to 90 municipalities, counties, refineries, bottlers and creameries, and for mud service.

Another unique service which this hardware business provides is its own construction crew which erects windmills, water pumps and Cyclone fences. This crew operates on a sublet basis with the hardware business and has four full-time laborers and its own trucks and equipment. One of its recent large orders was for the erection of 4000 ft of 8 ft Cyclone fencing.

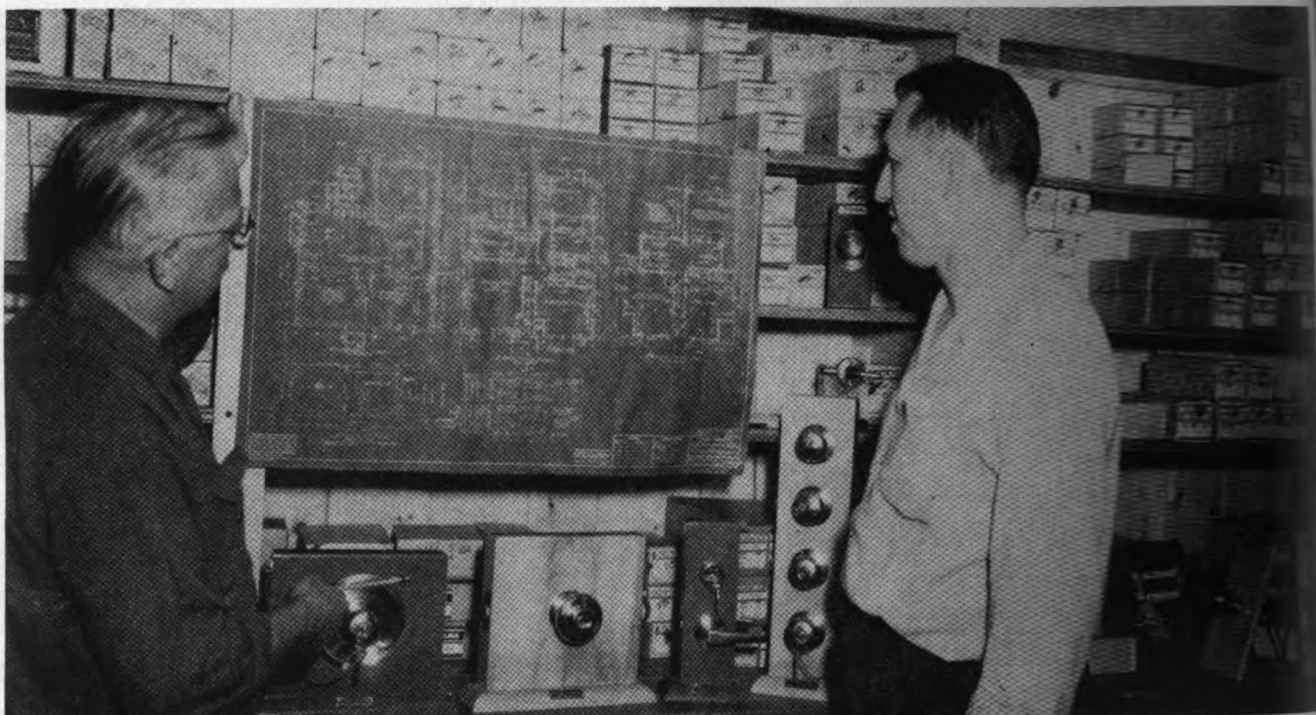
Since 1930 this company has had its own finance section, which handles all the credit paper, securities and investments.



MRS. DONNELL PITTS

ture, which will make the store an oasis during the hot summer weather.

This store now has six major departments and a service division. These are: Shelf hardware, power tools, appliances, sporting goods, hotel and restaurant supplies and household and gifts.



Scotty Schuman (left) and Al Granzow, partners, look at a blueprint in their builders' hardware department.

Reading Blueprints Pays



When E. A. (Al) Granzow and F. C. (Scotty) Schuman, owners of Builders Hardware & Paint Co., Waukegan and Glenview Roads, Glenview, Ill., get a blueprint from a contractor, they go over it with a merchandising fine comb. This type of service backed up by dramatized displays of many items used in the construction of a home helps the store build a good volume.

From the blueprints submitted to the firm its owners pick out a variety of items on which they can bid.

Above the kitchen cabinet display are colored tile displays, which extend along the wall for 30 ft.



View of store building in new shopping development.

Profits



The firm's delivery truck, rear panel of which advertises its tile offerings.

Builders Hardware & Paint Co. backs up its outside selling by using dramatized displays to show paint, tile board and kitchen cabinets. Big stock of builders' hardware is another merchandising aid.

Contract hardware, paint, wall-paper, glass, blinds, screen doors, storm doors, storm sash, and floor and wall tile sales result. Often the firm succeeds in getting from \$300 to \$2,500 worth of business as the result of successful bidding.

Mr. Granzow, a former purchasing agent for a tool manufacturer, and Mr. Schuman started Builders Hardware & Paint Co. two years ago on the theory that such contract bid service would pay profits in rapidly growing Glenview, a town of about 6000 people. That their judgment was sound is evidenced by the fact that the firm's volume in

the second year was more than double that of the first year's sales and business is still growing. And more contractors and home builders are giving the store a chance to bid on many items and services.

To get this business was a personal salesmanship job. Messrs. Granzow and Schuman took time off when the store opened two years ago to visit most of the contractors and builders in the area to tell them about the new store and its services. Prior to that time most of the contractors had been going 20 miles to Chicago to get many of their needs in builders' hardware and other

lines offered by the firm. The convenience of being able to get many of these products right in Glenview had great appeal.

Last spring the two partners moved into a new store, 29 by 70 ft, with a full basement, a structure which is part of a new shopping center in Glenview. A 200 car shopping center parking lot is reached by a door in the rear of the store. Some of the fixtures in the new store were made by the staff, others being furnished by W. C. Heller & Co., Montpelier, Ohio.

"Blueprint bid work keeps our staff busy 12 months a year," declares Mr. Granzow, "because there is always some building and remodeling going on. Glenview is a rapidly growing area. Two shopping district developments have been constructed here, within the



Painted panels above paint shelves show manufacturers' primary colors, in large enough size to permit customers to visualize those finishes in their own homes.

past two years, as well as much residential work."

The firm's well stocked builders' hardware room is in the basement and is used not only to show complete lines of well established merchandise but also new items sometimes not previously known to contractors.

Builders Hardware & Paint Co. offers an installation service on some items, including wall and floor tile. The customer has his selection of plastic, rubber, asphalt and cork tile at this store. Furthermore, the wall on the left hand side of the store—above the display ledge—has

display panels of colored tile for customer selection. The panels are sufficiently large to enable a prospect to visualize how such tile will look in his own home.

Contractors are glad to send home owners to this store to view the tile displays, for they know the customers can find what they want. Builders Hardware & Paint Co. will sell and install tile for customers, or sell it for customer installation. The store is glad to give such customers full instructions and will even lend them a few tools to do the job, if necessary. The rear doors of the firm's truck have a tile replica

painted over part of it, with the word Tile standing out very clearly.

Another feature of interest to people building their own homes is a wallpaper bar. Constructed of glass blocks, it has slots for the display of wallpaper books and for decorative purposes the wall is embellished with a fine painting. Red plastic covered stools are placed in front of the bar for customer use while they are making selections.

The store's owners chose this method of selling wallpaper since the store is so close to Chicago that orders can be supplied within a day or two, ample time for most people when ordering for a new home. It would be impossible, Mr. Schuman points out, to have adequate stocks of wallpaper on hand to satisfy the widely diversified tastes of the trade it serves.

The store also does a good volume in paint and varnish. About 25 per cent of its display space is devoted to paints. The right hand wall has large painted panels, displaying one paint manufacturer's primary colors. Paint contractors and home owners alike buy their paint at this store, and the store is often able to get painting and wallpaper work for contractors.

A plastic tile wall section is used to display bathroom equipment and supports samples of medicine cabinets, towel bars, soap dishes and other accessories.

At the present time the firm is

(Continued on page 108)



Wallpaper bar, 20 ft long, with 50 sample books and topped with a painting of an old time scene. It may be seen from the street by passersby.

MEMO

TO Hardware Salesclerks
FROM Briant Sando
SUBJECT Your Future

DATE December 14, 1950

The hardware business can be profitable and pleasant for you, as it is for many other people—if you make it so. Your future is pretty much in your own hands. What are you doing about it? Read this article carefully and see if it doesn't fit your case.

"Where am I headed and what's this job getting me? Am I a salesman, or a clerk, or just a handy man around a hardware store?"

That's the question many hardware store workers are asking themselves these days. Maybe you are one of them. You may worry about it quietly or you may put it up to the boss.

The boss has troubles of his own and quite often he's too busy to go deeply into such problems. When he does, he'll probably come up with an answer something like this:

"Jim (or Jennie), this is an important subject to both you and me. It's important to you because the right answer points the way to a better job and higher income for you. It's important to me because the people who work in this store can make or break its reputation with the customers—and that spells success or failure for me, too.

"What I'd like to do is to encourage you to do a better job—be more of a salesman than clerk or stock-keeper. We need some sales training work around here; the

better you become the better I'll like it and the more I can afford to pay you."

So far so good. Everything sounds great. But too often it stops there. The boss gets busy on something else; the sales training problem is not forgotten. It just gets sidetracked. It drags along and nothing much happens one way or the other.

After so long a time, you'll get a raise because of length of service or because some older employee dies or leaves; or you may decide to leave for other fields.

Maybe the grass looks greener in the department store field—or it may be furniture, radio and TV, or numerous other possibilities. In this case, you and the boss shake hands and wish one another well, but you're both a little upset, and rightly so. In most cases this deal could have been worked out right where you were just as well as in a new spot.

All that was required was intelligent planning—and then some action. The latter often is the hard part—and this comes back to you. You are the main character in this real life drama and if the

boss or the store doesn't go in for sales training, then it's up to you to work it out yourself.

You can do it, and it's mostly a matter of study and application. Most of us think and dream about a better future—and then get so occupied with everyday affairs that we don't set aside the necessary margin of time and effort for self-improvement.

Analyze Your Job

Let's keep it simple and get a start on this training program right now. First it's a good idea to clarify your job—break it down into component parts, analyze its needs and opportunities. Then you'll be able to figure out exactly where you stand and what you need to do about it to get ahead surer or faster, or both.

Hardware stores need salesmanship to move their merchandise; 95 pct of all such products are sold by sales people in actual contact with customers—the other 5 pct by telephone or mail.

Thus your sales duties are the most important work around the store. In fact, selling is the only

direct profit-making activity in any retail establishment; all the other functions are an expense leading up to the creation of sales opportunities among consumers.

Once these opportunities come along, the rest is up to you, the salesperson.

Every prospect, every customer forms impressions of your store and your merchandise, based on his contacts with you. Your business may be housed in a modern building with good stocks of nationally known merchandise; your buyers may do an excellent job and your store advertising may bring in the prospects. Then what? That's where you come in!

Surveys show that more hardware store customers are lost by unsatisfactory service than by any other single factor.

Customers want prompt and intelligent service — plus courteous and friendly treatment. There are many good definitions for salesmanship and they can be summed up in one short sentence to cover the everyday work in retail stores:

Help the customer to buy, make it easy for him to get exactly what he wants or needs, and encourage him to come back again.

In short, your job when you wait on a customer is to fully satisfy his requirements and send him away happy.

Getting Started Right

There's a series of steps leading to sales success in a hardware store. Each is important, and you should study all of them. Then—don't stop at any of these preliminary points, but keep on going ahead to the next one.

For instance, you probably started out as a change-maker or wrapper clerk. You simply gave people what they asked for, or wrapped their goods, or made change for them.

These are necessary operations, but they're just a notch beyond an automatic vending machine. You want to rise above that class.

The change-maker or wrapper clerk applies to a pretty large segment of retail salespeople. They stay that way for a long time because they are more or less indifferent to their jobs and to their customers. They regard both as a necessary nuisance, to be handled as quickly and painlessly as possible.

They fail to see that each customer offers an opportunity for

more sales; they look on him as just one more task to get out of the way.

Such sales are handled in a listless, impersonal manner. The customer says, "A can of XYZ Enamel." The clerk says "56 cents" and takes his time making change, thinking that perhaps he'll get out of wrapping the purchase.

A real salesman doesn't stall around—he's more interested in pleasing the customer than in watching the clock.

First, find out what the customer really wants. Second, help him to select the merchandise best suited to his needs. Third, point out how and why such merchandise will fill the bill most satisfactorily.

Sounds easy, but you'll find some people hard to satisfy, while others enjoy appearing tough when it comes to buying.

To be able to handle all classes successfully is an art. It is seldom inherited, except that good personality and a friendly manner are important natural traits. If you don't have them naturally, go to work and develop them along with the other essentials of a good salesman. You gradually can acquire them by study, by practice, and by experience.

Some retail salesmen come up through the ranks by helping out as stockkeepers—knowing enough

about different lines of merchandise to keep shelves, counters or islands well stocked, properly displayed, and never depleted in certain popular sizes, colors, etc.

This helps you become familiar with the location in the store and in your stock room of all main lines, so you won't have to keep customers waiting while you seek information or help from your associates.

Customers usually are in a hurry these days; they fidget around on the slightest pretext. They won't come back very often to stores that keep them waiting, especially when delays are due to neglect of routine tasks that should be handled during spare time or periods of store inactivity.

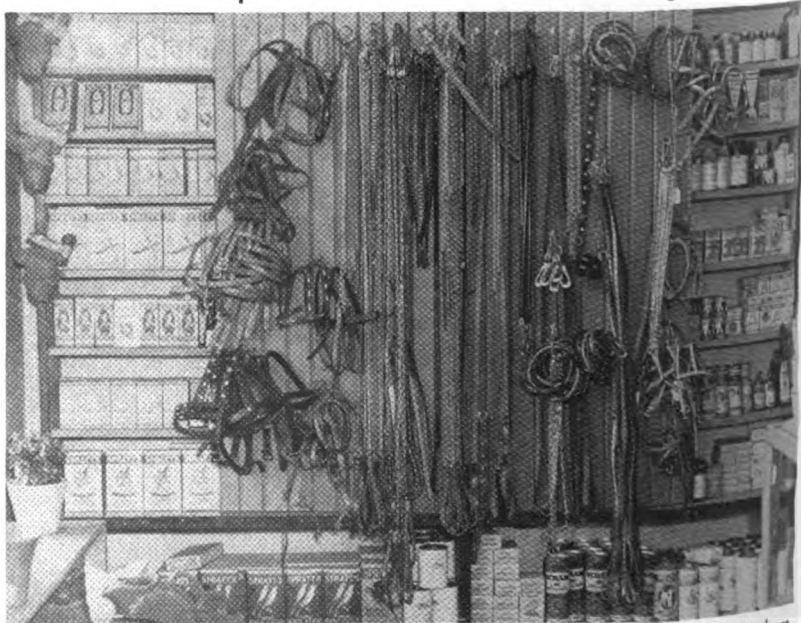
Stock-Keeper in Reverse

There also is such a thing as being a stock-keeper in reverse. Such folks go to extremes in keeping their stock neat and orderly; they hate to disarrange displays; they make customers who want to examine merchandise feel like they're doing something wrong.

When a prospect indicates interest in some item in display case, or back on a shelf, why be reluctant to bring it out? Actually, there's no surer sales aid than to put merchandise into the hands of the prospect. Whether it's an

(Continued on page 108)

Helps Customers Put on the Dog



A complete dog furnishings department attracts pet owners to the North Park Hardware and Garden store, 105th & Aurora Ave., Seattle, Wash. Owner H. A. Paige believes this department has increased the store's trading area because it caters to customers' pet. This display holds about \$300 of leashes, harnesses and remedies. Brushes, toys, and other accessories are shown in a glass display counter. An adjoining display of dog foods averages about \$75 monthly in sales. Dog furnishings' sales top \$100 monthly.



BRIDGEPORT,

Remington Dealer Letter



CONN.



134 is a lot of Christmases

Our first Christmas in business was celebrated back in 1816. This is our 134th, and frankly we're enthusiastic as ever about them. Even though we're oldest in experience, we'll confess to a lot of young ideas . . . about Christmas . . . and the sporting arms business, too.

Take our gun line for example: the most modern in the field. Eight new models in four years.

Yes, 134 is a lot of Christmases. And it is you, our loyal friend in the trade, who made them possible. We thank you for your sincere help and cooperation and wish you a Merry Christmas and Happy New Year!

1816

The Oldest Gunmakers in America

1950



Interior of the store, illustrating the wide variety of merchandise that can be shown effectively in a small store.

Eight Turnovers In a Small Store

Handicaps of location and limited display and storage space have been overcome by good merchandising at the Perkins Hardware. Owner and son take their story right to home owners by personal visits.

Although out of town hardware dealers making a casual visit to Perkins Hardware, Gaspar St., Waukesha, Wis., owned by Dar Williams, might see more discouraging than encouraging factors at first sight, the store enjoys eight stock turnovers a year.

Such visitors would see a small store, measuring but 22 by 40 ft., located on a short, secondary street, which is only 30 ft wide. They would note, too, that the store is located in the middle of that short street. As to parking, it is permitted on but one side of the street, with accommodations for only 11 cars.

Despite all of these apparent drawbacks this store in a city of



Dar Williams, right, and one of his employees.

The Round trademark will boost your sales!

Complete line... Recognized top quality... Strong sales support

The ROUND trademark means more chain volume for YOU . . . more customers, steady repeat business, greater customer satisfaction and higher profits.

You profit because your customers can meet *all* their chain needs from one single source—you! ROUND makes chain of every type . . . Proof Coil, Brass Safety, Double Jack . . . a hundred other kinds from small links used in precision instruments to massive anchor chain.

ROUND has stood for top quality in chain since 1869. Your customers know and trust the ROUND name.

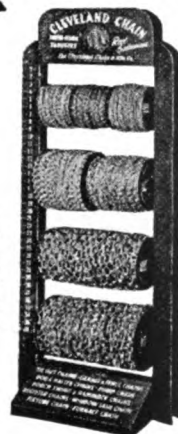
Six large plants with warehouses in principal cities guarantee that your requirements will be filled promptly and efficiently.

Continuous ROUND trade and national advertising, modern packaging, a full assortment of selling aids—plus planned sales promotion—help you get more orders, faster.

Cash in on these ROUND sales advantages:
(1) Complete Line (2) ROUND Quality (3) Sales Support. They're real profit boosters! A-3290



There's beauty, color, sales appeal in this dog chain display. Plastic handles in 4 bright colors add to attractiveness.



Reel Salesman holds 4 reels (or equivalent in 1/2 or 1/3 reels) of popular small sizes of welded and weld-less chains.



Proof Coil or BBB Coil



Liberty Coil—Twist Link



Liberty Coil—Straight Link



Liberty Machine—Twist Link



Lock Weave or Triumph Pattern



Buckeye or Brown Pattern

CLEVELAND CHAIN

The Cleveland Chain & Mfg. Co.

Cleveland 5, Ohio

ROUND Associate Chain Companies

The Bridgeport Chain & Mfg. Co., Bridgeport, Conn. • The Cleveland Chain & Mfg. Co., Cleveland, Ohio • Round California Chain Co., So. San Francisco and Los Angeles, Cal. • The Round Chain & Mfg. Co., Chicago, Ill. • Seattle Chain & Mfg. Co., Seattle, Wash. • The Southern Chain & Mfg. Co., Birmingham, Ala. • Woodhouse Chain Works, Trenton, N. J.

Digitized by Google

Kegettes are ideal for store display . . . boost sales . . . are easy to stock. Each contains one of following quantities of Proof Coil or BBB Coil Chain (self colored or hot galvanized): 250 ft., 3/4"; 150 ft., 1/2"; 100 ft., 3/8"; 75 ft., 5/16".



Attractive display, mostly housewares, in window facing on alley.

19,242, enjoys heavy traffic and gets eight stock turnovers a year. With its limited storage space the store has to depend on constant re-orders of stock to serve its trade. And to build customer goodwill the store makes it a practice to promptly obtain those lines customers order, which it does not stock.

Because of the courteous and efficient service offered by Dar Williams and his son, Russell, assisted by one young and one elderly salesperson, the store has 10 customers in the store, at a time, most of the time. Customers go to the store, from downtown streets, two blocks away and from a 250 car municipal parking lot about 900 ft distant.

The Williamses—father and son—say that they get regular customers from all parts of Waukesha County, one of the state's high producing dairy areas. The store carries an exceptionally large stock of farm hardware, dairy supplies, bolts, nails and tools. There's a saying prevalent among farmers, builders, contractors and homeowners that, "You can get it at Perkins Hardware."

The firm is particularly proud of its good record in the merchandising of appliances, having more than 3000 washing machines in service throughout the county. Recently a woman visited the store to buy a washer of a make she had first purchased at the store 22 years ago. She said that that machine and the store had given such excellent service that she wouldn't think of buying her second one anywhere else.

Other major units of sale offered by the store are: oil space heaters, natural gas equipment and power

Unusual layout of this ad, attracted considerable attention, and resulted in numerous sales. Note clever placement of builders' hardware.

and hand lawn mowers. "Russell and I make most of the outside calls on stoves and heaters," says Mr. Williams. "One of us can always get away from the store for such calls as a rule, and we make calls on prospects on many evenings. We have sold so many appliances over the years that we know someone in just about 75 pct of the homes we visit."


Mr. Williams says that in all the years he has been in business he has lost but two conditional sales contracts, attesting the 'excellent' credit rating of the customers patronizing the store on a credit basis. Perkins Hardware serves about 500 monthly charge accounts for homeowners, industries, carpenters and building contractors. Careful analysis of what the accounts buy pays off.

A well patronized paint department is located up-front in the store. Housewares also get a prominent showing on some middle-of-the-store islands. Three small display windows, one partly facing an alley, have attractive, appealing displays at all times and help to pull traffic into the store.

WELCOME DAIRY SHOW VISITORS

**Scott's
Lawn Seed**

Three times as many
seeds per pound.



**Lay-Tite
Rubber Enamel**

The finest long
wearing enamel for
concrete or wood
floors.

**Jacobsen
Lawn Mowers**

All Steel Power
and Hand Mowers.

**The Door to
Quality
Merchandise Is
Always Open
at**

**Mail
Tools**

Electric and Port-
able, Saws, Sanders,
Drills, Planes.

**Steelcote
Rubber Enamel**

A fine one coat
enamel. Will not
leave brush marks.

Perkins HARDWARE

Phone 6821 531 Gaspar

**Lucas
Paints**

Top quality house
and interior paints
at popular prices.

**Maytag
Washing Machines**

Four Models: Round,
and Square Porce-
lain Tub, Square
Aluminum Tub,
New Automatic

**Brilliant
Fire**

Natural Gas
Heaters

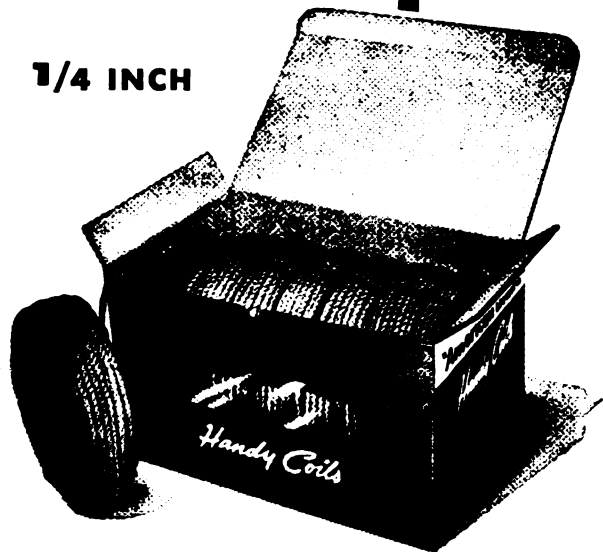
**Eclipse
Lawn Mowers**

With the famous
self sharpening de-
vice.

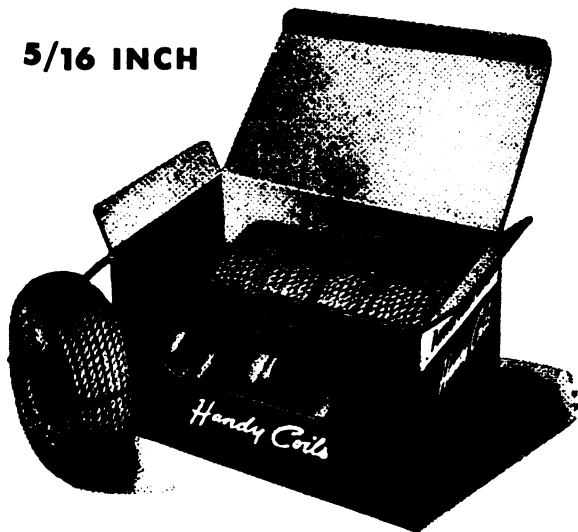
Handy Coils

**NEW SALES...
NEW PROFITS**

1/4 INCH



5/16 INCH



3/8 INCH



1/2 INCH



**4 POPULAR SIZES "AMERICAN BRAND" PURE MANILA ROPE
15 LBS. OF ROPE IN EACH BOX—100 FT. CONNECTED COILS**

Increased Sales—More impulse sales from counter displays of product.

More Profit—Sold with less effort. No uncoiling, no measuring, no weighing, no re-coiling.

Customer Appeal—Attractive package! Convenient put-up! Counter display suggests need!

Save Space—Boxes stock compactly. Easy to handle.

AMERICAN MANUFACTURING COMPANY

Brooklyn 22, N. Y.

Branch Factory: ST. LOUIS CORDAGE MILLS, St. Louis 4, Mo.

Sales Offices: Boston, Chicago, Houston, New Orleans, Philadelphia, San Francisco

ROPE • TWINE • OAKUM PACKING • ELECTRICAL AND CARPET YARNS

Act Now! GET FULL INFORMATION!

AMERICAN MANUFACTURING COMPANY
Noble & West Sts., Brooklyn 22, N. Y.

Please send complete information about HANDY COILS.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

\$4,000 Loan + Advertising

By the simple expedient of putting almost everything they earned back into the business, Mack and Jack Houston of Toppenish, Wash., have converted a \$4,000 G.I. loan into a stock of hardware merchandise whose current value they estimate at \$40,000. They have accomplished this in the four years since they opened Houston Bros. Hardware in Aug. of 1946.

One reason for the success of the Houston brothers' store has been their willingness to go all-out in aggressive merchandising of major appliances. Space requirements for appliances prompted their recent move from the original 30 by 80 ft. store to their present location, which affords 5,500 sq. ft. of selling space plus a 1,500 sq. ft.

warehouse. Major and minor appliances now account for approximately 60 pct of the store's total sales volume.

Improvements made on their present building include the installation of a visual type store front with windows set back at an angle to the sidewalk. This leaves room for sidewalk displays and leisurely window shopping. Displays are of the open back type to permit good visibility of the interior. The store's ceiling was lowered from 16 to 12 ft. and fluorescent lighting installed to give bright illumination of the sales area.

The Houston brothers believe that a half-hearted merchandising effort is worse than none at all. In appliances, therefore, they make it

a point to offer customers as wide a choice as possible in both the make and the model. They carry three lines of major appliances. In their leading line, they carry 8 to 9 different models of refrigerators, and 4 or 5 models of electric ranges.

"Since we carry only nationally advertised merchandise, we don't have to sell the customer on the quality of the product," Mack Houston explains. "However, we must be able to meet the different needs and price bracket requirements of our customers to be able to sell consistently to all appliance prospects. In this way, our appliance sales bring us the dollar volume which we need."

Trade-in allowances are made on the basis of the age and condition



A portion of the housewares section.

Builds \$40,000 Stock

the old appliance, plus local demands. The allowance is set to enable the store to recover the allowance plus handling costs.

Used refrigerators and ranges in particular, find a ready market with seasonal residents of Toppenish. The town's normal population of over 5,000 is augmented in the early spring by transient workers employed by the local sugar beet industry. Later, the hop yards attract additional seasonal workers. Most of these migrant workers leave by early fall. Many buy used appliances which they sell at a light loss at the season's end.

Some of the permanent residents, of course, are also used appliance customers. A guarantee is given with all used refrigerators, by



Open back display is the rule at Houston's.

which the store agrees to allow the full purchase price as part payment on a new refrigerator, in case of failure. To date, they have not been confronted with any such

claim on their used refrigerators.

Equally essential is adequate service for buyers of new and used appliances, the brothers believe. This is provided by a full-time ser-



The sporting goods department caters chiefly to hunters and anglers.



A section of the store's major appliance display.

vice man who is employed by the store.

Consistent use of newspaper and radio advertising has helped keep

appliance sales at a good level. About 2 pct of the firm's gross sales are spent in the two media. The Houstons make maximum use of

co-operative advertising, in the local newspaper, stressing major appliances and seasonal traffic lines. Some newspaper advertising is also taken with the paper in the nearby small town of Zillah. All advertising stresses the store's slogan, "Quality Merchandise at Reasonable Prices." Radio advertising time is purchased from a radio station in Yakima, about 10 miles away, as part of the station's daily "Toppenish hour," the Houstons sponsoring the always popular weather report.

Though appliances are, at present their principal dollar-producing department, the Houstons do not neglect their other principal departments of hardware, paints, sporting goods, and housewares. Besides accounting for an important 40 pct of their sales volume, these departments bring in a good deal of the traffic which builds their sales of appliances. Merchandise is displayed on open, self-service fixtures. A program of modernization is planned for the hardware and housewares sections, beginning this fall.

Nail Sample Board Speeds Sales

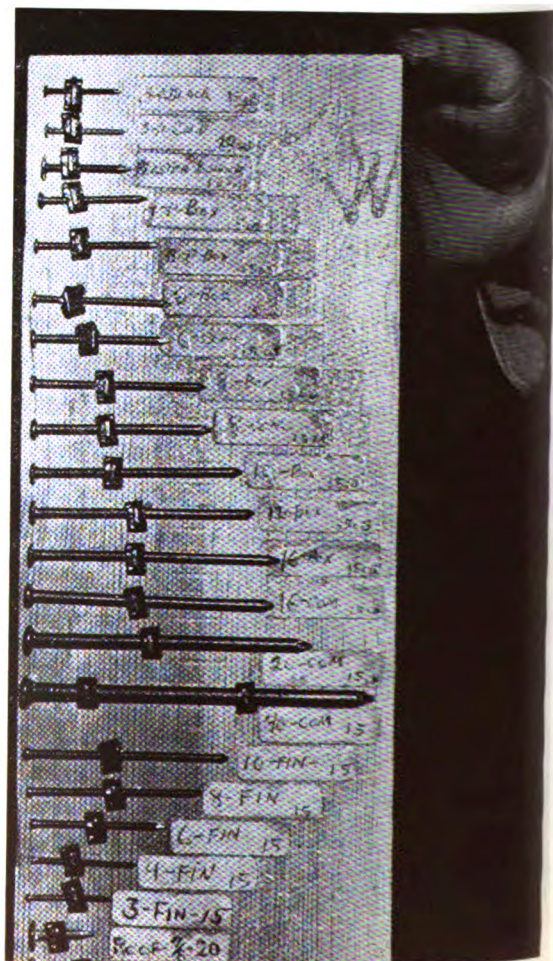
Time is saved and sales are stimulated by this convenient nail size display board devised by L. Van Inwegen, of West Woodland Hardware Co., Seattle, Wash. Few customers know the exact nominal size of the nails they want, Mr. Van Inwegen points out, but they can identify them immediately with the board in front of them. It offers a convenience which women particularly appreciate.

The nails are stapled to the board and the size of each nail is written on a piece of paper which is glued alongside. The board is varnished for protection. It is kept on a shelf inside the service counter at the rear of the store, where it can be immediately produced for the customer.

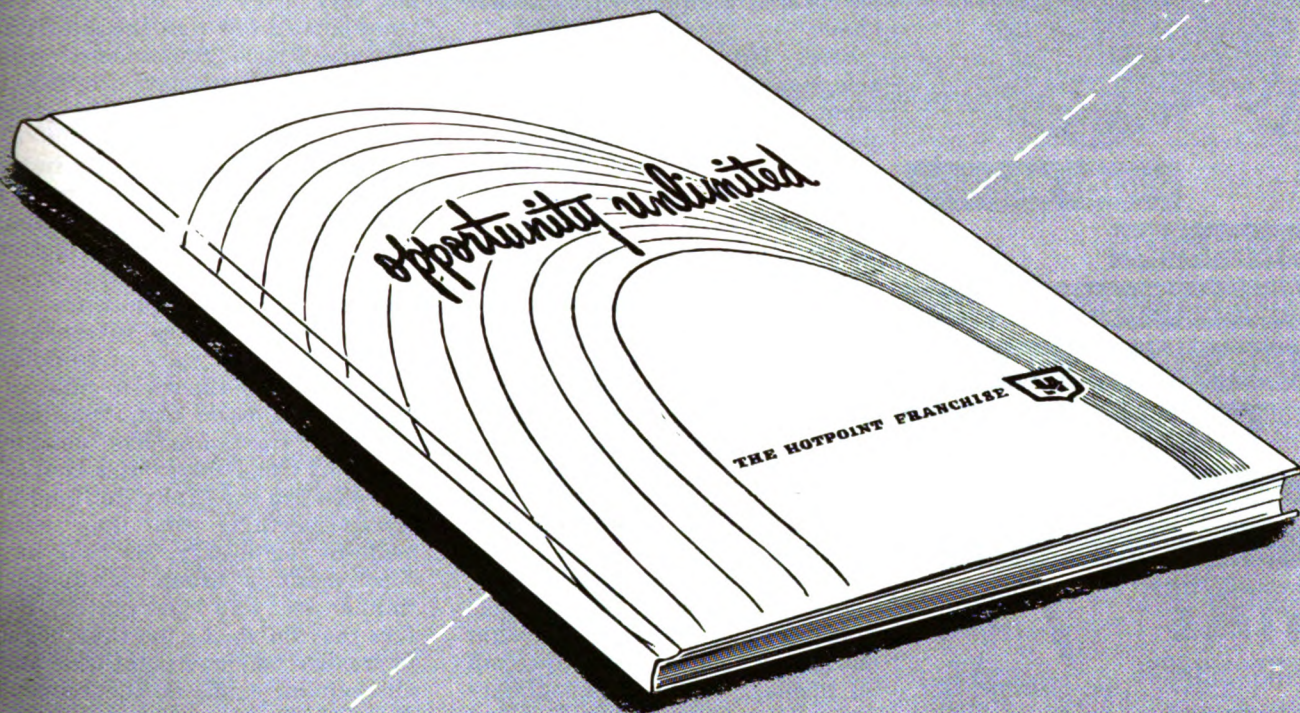
Since nails are chiefly a demand item, the nail dispensing bins are placed in the back of the service table. In this connection, Mr. Van Inwegen has evolved a time-saving method of filling nail orders. A full handful of any size, he states, weighs almost exactly one pound. He therefore fills the scoop accordingly and takes it to the scales. It usually doesn't deviate more than a penny or two either way, from the exact pound price. He tells the customer the price, and asks if that

is all right. It usually is, with the result that Mr. Van Inwegen has saved himself an extra trip or two to the nail bin to get the exact amount.

This convenient display board has been a time saver and sales stimulator for the firm of L. Van Inwegen, of Seattle, Wash.



Good Advice For Good Dealers



DON'T SIGN ANY FRANCHISE UNTIL YOU READ THIS BOOK

Before you sign any major electric appliance franchise, you owe it to yourself to review "Opportunity Unlimited". In it you will find an interesting portrayal of all the advantages available to you in the Hotpoint Dealer's Franchise.

Nowhere else will you find an appliance franchise so replete with year 'round profit opportunities. Nowhere else will you find a retail sales philosophy so beneficial in profitably amplifying your major appliance markets. Nowhere else will you find an appliance line so complete—a line to fill the needs and demands of all your customers at all times.

Talk to your Hotpoint distributor now, and have him show you "Opportunity Unlimited". You'll discover you made a wise decision.



Switch to Hotpoint!

FOR FULL LINE LEADERSHIP

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS • WATER HEATERS • CABINETS
FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS

Hotpoint Inc.

(A General Electric Affiliate)
5600 W. Taylor St., Chicago 44, Illinois

SHARON HAS SHIPPED ITS

ONE-MILLIONTH

ASSORTMENT

REFILL



PROOF POSITIVE

THAT SHARON

REFILLABLE ASSORTMENTS

TURN LOSSES ON DIME

SALES INTO PROFITS

Sharon Bolt and Screw Co.
BOSTON 10, MASS.

**TIME
MEANS MONEY!**

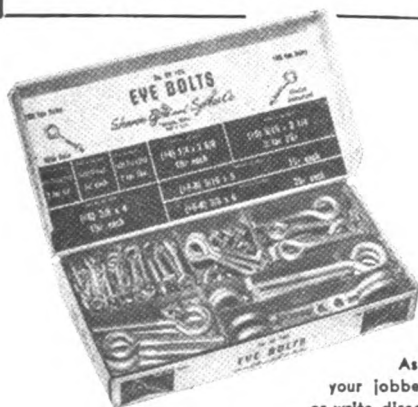
Don't waste it hunting
all over your shelves to
make a 10 cent sale.



SHARON

ASST. EB-100 EYE BOLTS

- 8 SIZES—ELECTRO GALVANIZED
- 100 EYE BOLTS—OPEN EYES
- NUTS ATTACHED



Ask
your jobber
or write direct

Sharon Bolt and Screw Co.
BOSTON 10, MASS.

Lamps Are Sales Builders

(Continued from page 83)

tomer is interested in a silk shade or a transparent number. Often a customer likes a certain lamp but because the shade is horrid in her eyes, she won't buy."

When a woman lingers over a certain lamp, but doesn't buy it, Miss Briggs immediately seeks the lady's opinion. "If it's the shade, and it often will be, I suggest that she look at the lamp with another shade."

Briggs Hardware handles a wide selection of shades, both as a stimulant for the merchandising of lamps, and also for replacement trade. Shades, Miss Briggs points out, can serve to dress up an old lamp that has become dated, by its shade. And women can be sold replacements for old lamp shades that have become soiled or otherwise unattractive.

"If you are going to handle floor and table lamps," says Miss Briggs, "you must also handle a varied assortment of shades. A variety of lamps is also necessary, for seldom do women buy one because they need it. They see one they like and they buy it, seldom buying more than one at a time."

In every shipment, Miss Briggs finds, some numbers move right out almost as soon as they are put on display. Even so she doesn't reorder the fastest movers. "Women," she maintains, "don't consciously want to copy another's decor. When they see a certain lamp in a friend's home they might admire it—and wish they'd seen it

first. But they will never go and buy one just like it, though they may buy one somewhat like it."

Women buying lamps are usually those wishing to decorate their homes, and they like to spend money to make their homes attractive. Usually the Briggs store limits a window showing of lamps to those items exclusively. And not very many are shown at one time, since a few well chosen numbers give a good impression of what is inside. The window display is used to attract and invite prospects into the store.

"If those attracted by a window display of lamps do not buy a lamp," says Miss Briggs, "they will at least look at our selection of dinnerware, crystalware, figurines and household appliances."

Capitalizing on the interest of women in recent years in re-doing old furniture—thanks to the advertising of paint manufacturers—Briggs Hardware has encouraged this trend. Says Miss Briggs, "Women are especially inclined to start something that has been made to sound easy. So they buy some paint, a brush, sandpaper, thinner, etc., and leave elated. Before they finish the job they begin to realize their limitations and let their husbands do the remainder of the task."

"The husband may become interested—even more than his wife supposed from his grumbling—and he may come in with an acute interest in power tools. This he



Miss Briggs compliments a customer on her taste in lamp shades while the lady is shopping the china department.

ids it just the hobby for him." It is very seldom that a person buying a lamp will limit purchases that particular item. "Often it kes nothing more than a new mp in the home to awaken interest in extensive home improvement. We have made many a floor vering sale, following the sale of lamp."

Briggs Hardware buys most of s lamps from one source, a policy iss Briggs finds more profitable an buying from various sources. Although the firm offers lamps in varied price range those retailing at \$10 to \$12.50 are the best sellers at the present time. Customer interest is kept keen by the requent arrival of new numbers.

Inventory Doubled— Sales Doubled

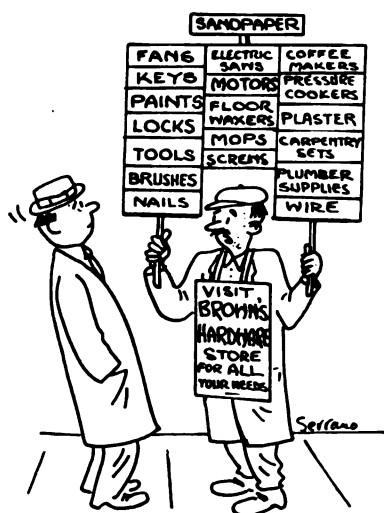
(Continued from page 82)

at night simulates a large hammer repeatedly striking a nail on the read. The firm name, Stubbs Hardware, is prominently illuminated by neon tubing. Erected at a cost of \$1,100, the sign has proved to be an excellent promotional investment because it emphasizes the type of merchandise in which the store specializes.

Assisting Al Stubbs in operation of the store is Ed Johnson, who works on a salary plus a percentage of the gross basis. His bonus depends upon the store's sales passing a certain figure each month.

HARDWARE HUMOR

By Hardware Age



"Their business keeps expanding!"

Here's the best file your customer can buy!



HELLER

NUCUT WAVY TEETH FILE

Reg. U. S. Pat. Off.

Pat. No. 2027039

... it's different

... it's patented

... it's the only file that gives double-duty filing action

In all sizes, shapes and cuts to meet every filing need.

Form No. 100 gives details. Write.



Ask For New Price List No. 200S



NUCUT File Display No. 202

18" wide x 23" high. No charge for display—pay only for files. Shipping weight 5 lbs.

Ask about our COMPLETE LINE of American Pattern, Swiss Pattern, Vixen Milled Curved-Tooth and Rotary Files, Rasps, Carpenters', Machinists', Tinner's', Upholsterers', Bricklayers', Tilesetters', Blacksmiths' and Farriers' Hammers, Also Bricklayers' and Plasterers' Trowels, Craft-master Scrapers, Chisels, Punches, Masterrenches and other quality tools.



HELLER BROTHERS COMPANY

America's Oldest File Manufacturer

Newark 4, New Jersey

Newcomerstown, Ohio

Digitized by Google

Humorous Ads Pull Trade

Tool Mart finds everybody reads these ads regardless of age. People come to comment and remain to buy



Two-thirds humor and one-third advertising for the store, these three panel strips have big readership.

Three different newspaper advertising approaches have been tried in the past year by The Tool Mart, Inc., Van Nuys, Cal., the type currently in favor being comic strip ads, which the firm found pulled more trade for it. Previously the company had used both display and classified advertising to attract attention, pull traffic and make sales.

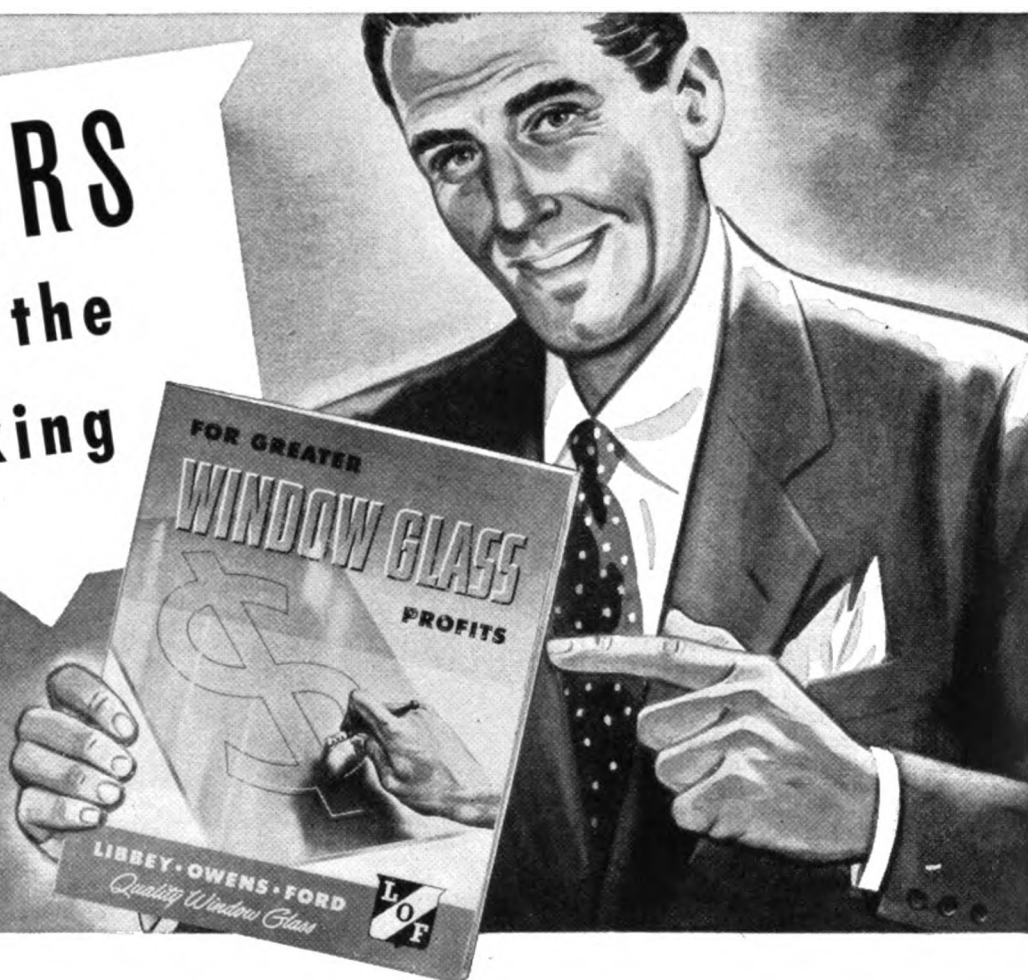
Under the present plan an advertising agency sends a collection of comic offerings to Tool Mart for its selection, and the hardware firm accepts, at one time, sufficient mats for about 15 weeks. These run each week—on Thursday—in a paper distributed throughout the San Fernando Valley, including 10 major housing projects. In addition, the paper is circulated in Van Nuys, Sherman Oaks, San Fernando, Tarzana, North Hollywood and some sections of Burbank.

Louis Littleton, who is a partner and co-manager of the business with Max Rabuchin, says, "The comic ad is read by adults as well as children, and you'd be surprised at how many teen agers visit our store as a result of having seen our quips in these ads.

"Going into a certain store is a habit—a sort of psychological pattern. If our customers get to know our name, and we follow up with good service, our advertising has more than paid. Our old ads brought in people interested in specific items. Many of them probably became regular customers as a result of these initial purchases."

Enthusiastic about his present type of advertising approach, Mr. Gittleton says, "Every day some one making his first visit to our store comments on our comics. Our regular customers are always chuckling over them. The old idea, 'Laugh and the world laughs with you,' might well be changed to 'Laugh and the world laughs and buys with you, too.'"

YOURS
for the
asking



Yes, greater profits from window glass are yours for the asking. Here's all you have to do:

1. *Move your window glass right onto your selling floor—stock it, merchandise it, cut it right there! You'll be amazed at the way your sales will increase. People buy what they can see.*

2. *Put in timely window displays of glass and associated items—putty knives, putty, a glass cutter and pliers. L·O·F's tested merchandising aids will help you: window streamers, the illuminated sign, counter cards, etc. Ask your L·O·F distributor how to obtain these.*

3. *Build up adequate stocks of easier-cutting, easier-selling L·O·F Window Glass (the kind with the famous nationally advertised trademark). Your L·O·F distributor will be glad to tell you the fastest-selling sizes in your locality—and the quantities he recommends your stocking.*

4. *Use the handy coupon below to get your free copy of our helpful book, "For Greater Window Glass Profits". In it you'll find many valuable hints on how to cut window glass properly, how to build a display storage rack, how to merchandise glass. No obligation, of course. Libbey-Owens-Ford Glass Co., 14125 Nicholas Building, Toledo 3, Ohio.*



LIBBEY·OWENS·FORD

a Great Name in **GLASS**

Free!

Write for
your copy of
this helpful
book **TODAY.**



LIBBEY-OWENS-FORD GLASS CO., 14125 Nicholas Building, Toledo 3, Ohio

Please send my copy of "For Greater Window Glass Profits".

COMPANY NAME _____ (Please Print)

STREET ADDRESS _____

CITY _____ POSTAL ZONE _____ STATE _____

YOUR GLASS DISTRIBUTOR _____

REQUESTED BY _____



WITH **Warren** DADO SAWING WASHERS

**DO THEY ? YOU BET !
SELL ? THEY DO !**

When woodworkers and hobbyists see this amazing new invention in action . . . they buy! The low price of \$4.95, simplicity of operation, and accuracy of Micromatic adjustment—have sold Warren Washers *everywhere*, from Alaska to South Africa. Outstanding stopper display sells 'em right off your counter. National advertising and mobile demonstration units promote sales volume for you! Not a gadget—it's a woodworker's dream!

WRITE FOR INFORMATION

WARREN DADO SAWING WASHERS CO.

70 Medbury, Detroit 2, Michigan

New GENERAL CATALOG
NOW AVAILABLE!

Simplex JACKS

- The most complete Industrial Jack line
- Full data on all types and sizes
- Time and money-saving use and application recommendations
- Shows all construction features and specifications

Write for your copy of this valuable free catalog today!

Simplex
LEVER • SCREW • HYDRAULIC
Jacks

and Center-Hole Hydraulic Pullers
TEMPLETON, KENLY & CO.
1086 S. Central Ave., Chicago 44, Illinois



Bill Switzer, Jr., checking his paint stock. His control method has cut two-thirds off the time needed to check and reorder new inventory.

Paint Sales Up 33 1/3%

Window display every two weeks, regular newspaper ad schedule and complete stocks boosted paint sales 33 1/3 pct for Switzer Hardware

During the past three years, paint sales have increased 33 1/3 pct for the Switzer Hardware, Flagstaff, Ariz.

It all began with moving the paint department to an up-front location; the use of a paint window display at least every other week; budgeting newspaper ads on paint at least once each month, and promoting the store's paint department at home or builders' shows.

"The interesting thing about our paint department," says Bill Switzer, Jr., its manager, "is that while our sales are continuing to go up, our labor in stocking and ordering is reduced.

"Since I've been back from military service and have resumed charge of the paint department,

I've cut stocking and ordering time down two-thirds."

Here's how Mr. Switzer does it: Paint is now stocked and ordered by *number* rather than by the color card method. This stocking method reduces the possibility of being out-of-stock, preventing the loss of sales on that account.

Mr. Switzer is able to check his paints on the display shelves and in reserve inventory in one hour. The same job used to take three hours.

This is the way his system works. He takes the printed factory paint list and first checks his display shelves. Next, he checks the stock in the storeroom which is also numerically arranged.

Checks are made twice each week and since the source of sup-

... makes overnight truck deliveries, he maintains the following stock: On the display shelves, an average of six quarts and three gallons of each color is stocked. For the reserve stock, Mr. Switzer orders when that stock falls below eight gallons of any color, and 20 gallons of whites. Orders are placed for stock twice a week.

Participates in Shows

When the opportunity presents itself, the firm promotes paint at all home or builders' shows. At recent builders' show, the firm, as a special promotion, offered a special award—"one room in your home completely painted." This is not only good advertising and publicity but was instrumental in building a prospect list of people who are interested in paint which is followed up with direct mailings.

Loans Century Old Punch Bowl

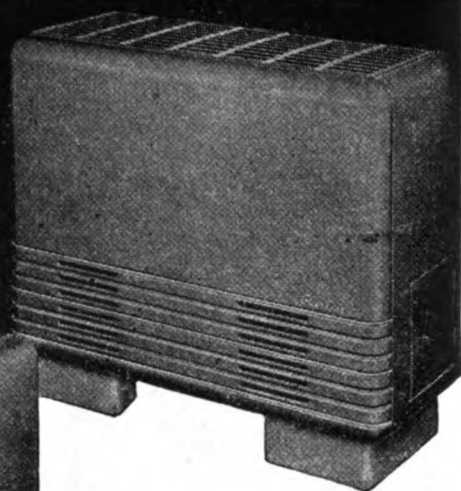
One merchant having in his possession a 100-year-old punch bowl loans it to people free of charge for weddings and other functions. He supplies, in addition, small glass cups to go with the bowl. Each borrower is responsible for its return and though it has been loaned to many people over a period of 22 years the bowl has never been cracked or nicked although some serving glasses have been casualties. When not in use, at a function, the bowl is displayed at the store as a reminder of its availability.

This custom has received considerable publicity and is considered by the merchant as one of his best advertising methods.

Show Mother You Love Her

Mother's Day will be observed in 1951 on Sunday, May 13. Its 1951 slogan will be, "Show your mother you love her—on Mother's Day and always!" The official poster has been painted by Norman Rockwell. This poster, in various forms, will be available both to retailers selling Mother's Day gifts and to national advertisers who care to tie-in with Mother's Day. The National Committee on the Observance of Mother's Day is located at 52 Vanderbilt Ave., New York City 17.

Peerless GAS CIRCULATORS



Radiant and plain front fully vented models.

20,000 to 60,000 B.T.U. sizes.

Manual or Automatic Controls.

NEW Silver-Tan finish.

NEW Seam Welded gas tight heating sections.

A. G. A. Approved.

Forced air and gravity, Gas Circulators — Unit Heaters — Panel Heaters — Wall Heaters — Radiant Heaters.

Write NOW for complete NEW literature on the line that sells.

PEERLESS MANUFACTURING CORP., LOUISVILLE 10, KY.

MASTER BRITE-BLADE...

... THE ONE WHITE STEEL
TAPE ...



... with the proven, permanent white blade finish that never chips, never peels, never crinkles.

... with the jet black graduations so easy to read even after long use ... and of unquestioned accuracy.

... with the smooth as silk push-pull tape action, the mark of superior craftsmanship.

... with the distinctively chromed, solid zinc alloy case that stands up long after others give up.

Help your sales and help your customers by comparing MASTER BRITE-BLADE with any other white steel tape ... it's the one white steel tape that's a winner every time!

ORDER MASTER BRITE-BLADE IN 6', 8' AND 10' LENGTHS FROM YOUR JOBBER... NOW!

MASTER

REG. U.S. PAT. OFF.

WOOD AND TAPE RULES

MASTER RULE MFG. CO., INC.
MIDDLETOWN • NEW YORK
General Field Sales Office:
105 W. Adams St. • Chicago 3, Ill.
Branch: P.O. Box 1587, Oakland, Calif.

IVES

Quality Aluminum

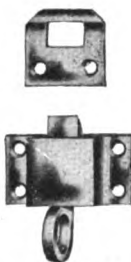
HARDWARE



THE Ives quality line of aluminum hardware is *non-rusting* — *stronger than iron* — unsurpassed in the competitively priced field. Available in all standard finishes.

NEW

Aluminum
Transom Catch
Universal
strike.



Aluminum
Casement Fastener
with cast-in
steel rivet for
longer service.

ORDER FROM YOUR WHOLESALE . . . TODAY!

IVES

SINCE 1874

BUILDERS' HARDWARE

The H. B. IVES CO. New Haven, Conn. U.S.A.

Your Future—a Memo to Hardware Salesclerks

(Continued from page 92)

alarm clock, a pair of pliers or a saw, bring it out so it can be seen or handled properly by the customer. Door-to-door salesmen know that "an article in the customer's hand is half sold."

So don't just point at merchandise and attempt to describe it at a distance. Bring it out, open it up, display and demonstrate.

Soon as you master the mechanics of your job, you should begin to think about your merchandise in terms of your customers. Then gradually you can become a merchandise advisor . . . helping the customer buy exactly the right things to satisfy his needs or desires.

Of course this means that you not only know where certain items are located, their price and other main points, but you also know how they should be used, what they're good for or not good for, how they compare with other similar items.

When you can render definitely helpful service to your customers, it's a good thing for you, for them, and for the store.

Thus it becomes plain that real salesmanship consists of selling

yourself, your merchandise, your store; and making it all add up to spell satisfaction for the customer. If the latter feels that he has been well treated, as well as properly supplied with merchandise, you are then rising above the mere mechanics of selling.

To develop yourself in this manner is not difficult if you will work at it. Read and study and practice . . . especially practice. Make a habit of carefully reading your industry's business magazines, such as *HARDWARE AGE*. You'll find many helpful suggestions on selling techniques and display methods, plus page after page of merchandise information.

Whenever you make an extra good sale, or a customer registers complete satisfaction before leaving, stop and analyze the situation.

See what clicked between you and the customer, try to discover why certain sales are more successful than others . . . then pull up the average of all your efforts accordingly. You'll get more enjoyment out of your job, and eventually, other more substantial benefits.

Reading Blueprints Pays Profits

(Continued from page 90)

operating with seven employees and contemplates adding more people to its staff to give the two owners

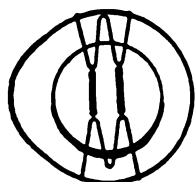
greater opportunity to make outside contacts throughout its trade area.



Bathroom accessory display, at rear of store, is mounted on tile board.

DISPLAY YOUR CHINA FOR BETTER BUY APPEAL

OUR DEVICES DISPLAY IT BEST. SELL MANY OF THESE GADGETS TO YOUR CUSTOMERS. MOST OF OUR LINE IS MADE OF SOLID BRASS. THEY LOOK AS IF THEY WERE MADE OF SOLID GOLD.



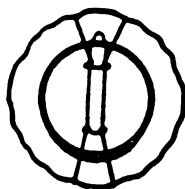
REGAL DOUBLE SPRING PLATE HANGER

Simple in construction. Meets every requirement of a plate hanger. Sizes for plates as follows:

- 0 for 4" to 5 1/4"
- 1/2 for 5" to 6 1/4"
- 1 for 6" to 7 1/4"
- 2 for 7 1/4" to 9"
- 3 for 9" to 10 1/4"
- 4 for 10 1/4" to 11 1/4"
- 5 for 11 1/4" to 12 1/4"
- 6 for 12 1/4" to 17 1/4"

All sizes \$1.50 doz. Individually wrapped.

ALL SOLID BRASS



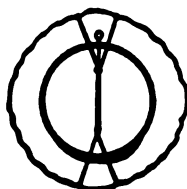
MAJESTIC BRASS PLATE HANGER

Where a plate hanger is wanted with a lot of looks. Sizes for plates as follows:

- #321 for 4" to 5"
- #322 for 5" to 7"
- #324 for 7" to 9"
- #325 for 9" to 11"
- #326 for 11" to 12 1/4"

SOLID BRASS

Lacquered. All sizes \$2.00 doz. Individually wrapped.



UNIVERSAL SINGLE SPRING PLATE HANGER

Individually wrapped. Gilded tips. Made where extreme competition must be met. A better hanger in this price range. Made in 2 sizes. Small size for plates 5" to 7" and large size from 7" to 11". \$1.00 doz.



REGAL PLATE STANDS

Small Size \$1.00 doz.

Medium size \$1.50 doz., Lge. Platter \$3.00 doz.

SOLID BRASS



UNIVERSAL PLATE STAND

Gilded, twisted wire. Small size — \$1.20 doz. Medium size — \$1.80 doz. Large platter size — \$2.40 doz.



UNIVERSAL CUP & SAUCER STANDS

Wall made, gilded wire. 4 sizes: tiny, miniature, demi-tasse and teacup. All sizes \$1.20 doz.



REGAL CUP & SAUCER STANDS, TWISTED WIRE

Can be adjusted to show cup and saucer to best advantage. 3 sizes. Teacup, demi-tasse and miniature. All sizes \$1.50 doz.

ALL MADE FROM SOLID BRASS



PLASTIC CUP & SAUCER STAND

Mahogany Color for Demi-tasse and teacup

\$1.80 doz.

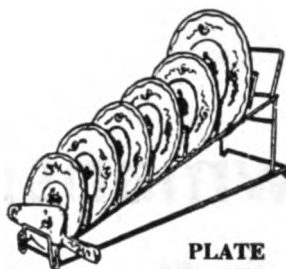


PLATE RACKS

7 Plate Collapsible Type Enamel Finish \$12 Doz.

7 Plate Non-collapsible Type Solid Brass \$12 Doz.

6 Plate Non-collapsible Type Nickel Plated.

\$6 Doz.



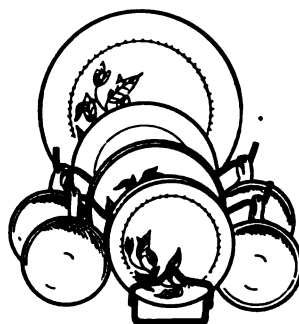
WALL PLATE RACKS

All Solid Brass

To hang as many plates as desired on a wall in series. Small for plates to 6". Medium for plates to 10". First hanger 35c. Additional hangers \$2 doz. Large size for plates over 10". First hanger 60c. All additional hangers \$2.40 doz. All solid brass.

DINNERWARE RACKS

SPREAD OUT TYPE



SAVES 25% to 50% of display space. Skeleton rack, \$1.00 each; 20 pc rack, \$1.25 each; 32 pc rack, \$1.75 each; 52 pc rack, 2 pc set, \$3.25. In ordering, please specify "nested" if this is style desired.

NEW LOW PRICES ON PRINCESS CERAMICS



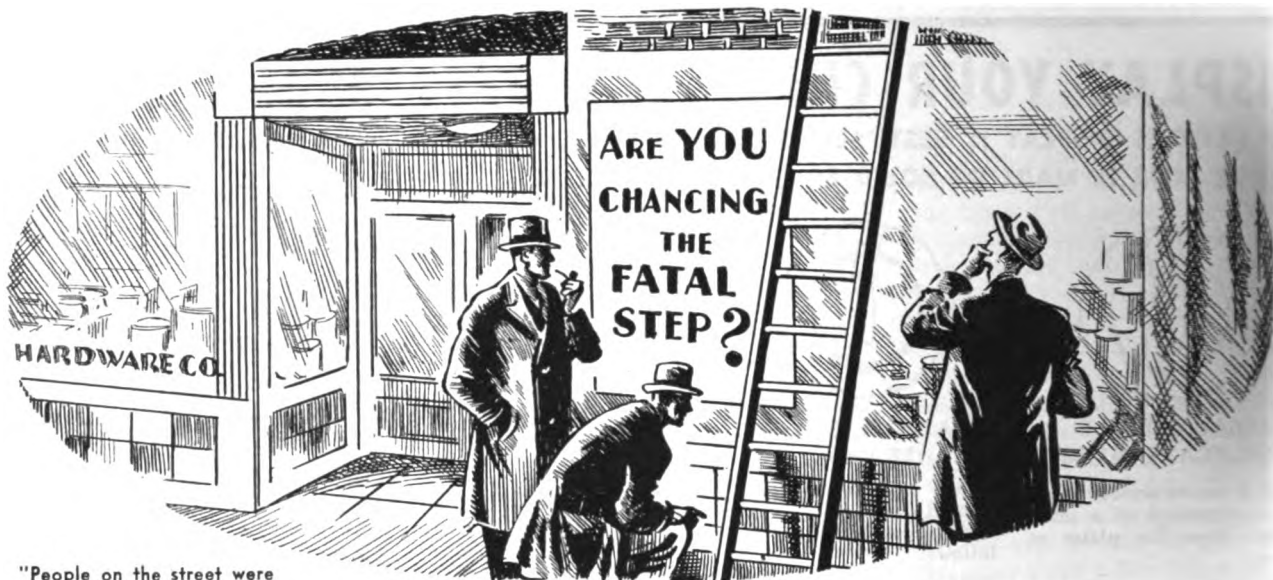
Miniature cups and saucers \$1.25 ea.
#300 Demi-tasse cups & saucers \$2 ea.
#350 Demi-tasse cups and saucers \$2.50 each
#400 slipper \$2.00 each.
#500 slipper \$2.50 each.
#800 wall demi-tasse set \$2.50.

ERNEST TATCHER

264 N. W. 26TH STREET

MIAMI, FLORIDA

TERRITORY OPEN
FOR SALESMEN
and JOBBERS
WRITE



"People on the street were invited to find the fatal step... then consider their own ladders."

Showmanship Sets the Stage For Salesmanship

Showmanship need not be spectacular to be successful. Here are examples of simple but effective showmanship that have led to better sales.

Showmanship is the vital factor which makes one hardware store stand out from the crowd, and forces people to think of one dealer's name instantly when they need hardware, while a dozen competing dealers may be forgotten.

Add showmanship to sound merchandise and competitive prices, and you have a hard-to-beat success formula.

The proof of the power of showmanship to build glittering sales success can be seen in the sales histories of many big national concerns that use it, as well as in less-known but nonetheless spectacular hardware store successes.

There is pure showmanship in American Tobacco Company's oft-

repeated "LS/MFT" formula. There is a vital factor of showmanship in cosmetic selling, when demonstrators stand in retail store booths actually applying the make-up magic they proclaim. There is showmanship in the nationwide cooking demonstrations which have made one gas range name a household word—known and remembered when some other brand names are forgotten.

A good showman is not necessarily an actor, magician, barker, or disc jockey. Many successful merchants became successes by being spectacular retail showmen.

A New Orleans hardware dealer, for example, uses showmanship to sell paints. People are never left

in doubt as to what his paints will do. The proof is right on the walls of his store. And he does not wait for people to see his "show" of painting satisfaction. His advertisements proclaim the living in-store demonstration. His salesmen point out the demonstration show to the customers. And his paints sell because he has added showmanship to his salesmanship.

Showmanship is often a simple thing. But it must serve to focus attention upon the products featured, or upon the particular hardware store, in a manner that makes for remembrance.

A midwestern hardware dealer faced the problem of moving a overstock of painters' ladders that



Build a Profitable Boys-Knife Business with these ***REAL BOYS' KNIVES!***

For rapid turnover and higher profit, offer boys these quality pocket knives that are educational, inspiring and serviceable. Pocket-knives with a hero appeal and influence that will teach boys to be self-reliant, useful, and law-abiding citizens. Pictured are just a few of our most popular boys' knives . . . the kind any boy would be proud to own, and that any parent would be willing to put into the hands of a boy.

CAMCO knives are priced for quick selling. They have the looks, sturdy quality and popular features that command attention from today's youngsters: Durable, solid handles, high-carbon cutlery steel blades, each one electronically hardened and tempered, and individually sharpened by hand to a keen, long-lasting edge. The blades open and close with a "positive" click, are easy to operate at all times, and insured against loosening and excessive wear by close-tolerance manufacture of every part.

If it's a CAMCO knife, it's a knife that boys young and old will go for in a big way.



CAMILLUS CUTLERY COMPANY
CAMILLUS, NEW YORK



No. 640 The FISHIN' KNIFE that finds a welcome place in every bait box. Will cut, scale, remove hooks, open bottles. The blade locks open.



No. 637 The PONY JACK KNIFE, a year-in, year-out favorite with proved value, proved eye appeal, and 2 high-quality, high-carbon-steel blades.



No. 400 The CAMP KNIFE, a husky, solid handled 4 blade, he-man knife for the outdoor boy; helps him to learn woodcraft, self-reliance.



No. 653 The long-famous BARLOW KNIFE in a heavy-duty solid handled version. Here's a knife his Dad will remember and respect.



No. 649 The LONE RANGER, an all-boy favorite that shares the popularity of the important cowboy fad.



No. 650 The DICK TRACY, ties in with the greatest of all comic-strip detectives. Equipped with crime-stopper whistle and clue-detecting magnifying glass.



No. 652 The CAMPGLO KNIFE, with a handle that glows in the dark and a plastic thong to secure it to the belt. Can opener, screw driver, cap lifter, punch and cutting blade, all in one handy unit.

*America's
Favorite
GRASS
SHEAR*

**for a
neater
lawn
with
less
effort**

\$7.95



Doo-Klip

LAWN and GARDEN TOOLS

**RUBBER
HANDLES**

**HEDGE
SHEAR**

Scalloped
Blades cut
clean...don't
bunch or
tear!

\$3.95



Doo-Klip

LAWN and GARDEN TOOLS

**BIGGER
BITE**

**PRUNING
SHEAR**

\$2.75

here →



**Long Handle
GRASS
SHEAR**

Now you
can
"Stand
up
and
Shear!"

\$3.50



Doo-Klip

LAWN and GARDEN TOOLS

Companion
to Doo-Klip's
Pruning Shear
and Hedge Shear

**THE LEWIS
ENG. & MFG.
CO.
ALLIANCE, OHIO**

rolls along effortlessly



he had unwisely overbought. So he tried showmanship.

A ladder was placed in front of his store. One lower rung was weakened, so that it constituted a positive danger to anyone who might ascend.

A sign on the ladder asked whether the passer-by was chancing "the one fatal step." People on the street were invited to find the fatal step—then consider whether such a fatal step on their own big ladders might not one day tumble them to destruction.

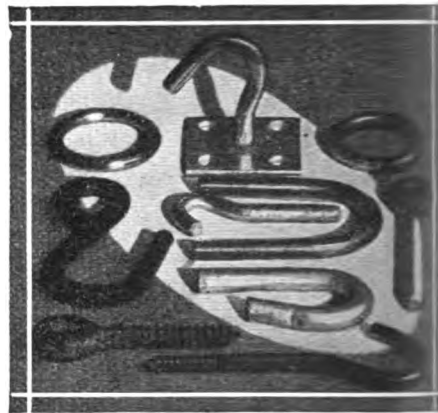
The result of this single showman display was an overnight sell out of the too-large ladder stock which had worried the dealer. But that wasn't the end of the matter. The dealer asked himself: if showmanship could clear out a dangerously large inventory without making necessary any markdowns, why shouldn't it continue to pile up ladder profits? So he made the "Fatal Step" a regular seasonal promotion, put on with great success every fall and spring.

In that case, showmanship not only solved a particular selling problem, but it opened the door to new profits as well—and made a strong store name impression upon the customers who saw the "Fatal Step" display.

Drama on Your Doorstep

You can put drama right on your doorstep, as an Arkansas dealer did with a street radio broadcast at his front door. This radio program consisted of "man in the street" interviews, in which an announcer-interviewer stopped passers-by who were hurrying along the sidewalk, inquired as to their names and addresses, and asked their opinions on topics of the day. The commercials were read between the interviews.

The result was a pleasing radio program which had high listener-ship because of its sure fire format combining news with local names. But it was more than that. It was an example of applied showmanship. In this case, the showmanship took the literal form of a show, put on with all the trimmings right at the store door. People began congregating at the regular noon hour in front of this dealer's store to see, hear, and perhaps participate in the program. While there, they had the store's name and its sales stories dinned into their ears by the announcer's commercials, and they were exposed to



METAL IS PRECIOUS!

Formed wire often solves a tight metal supply problem. By eliminating milling, and subsequent scrap loss where parts have been machined from bar stock, wire forms, made the Brooks way, save both material and labor.

M. S. Brooks & Sons, Inc., Chester, Conn.
Since 1848

"BROOKS for HOGGS"

Tapatco
TRADE MARK REGISTERED U.S. PAT. OFF.
HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof
red hooks"

Tapatco
TRADE MARK REGISTERED U.S. PAT. OFF.
TRACTOR SEAT CUSHIONS



For every tractor and farm
implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

**MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881**

suggestion selling impact of store's window and interior displays. The program sold merchandise. But more than that, it sold the store. Showmanship made lasting impression upon the customers.

Another dealer faced the problem of promoting powered lawn mowers in a highly competitive market. He turned to showmanship to put his sales story into the receptive ears of real prospects.

In his newspaper advertising, he offered to mow the lawn of any prospect interested in his power mowers. When a man went out with the mower to do this free job for prospects, he had opportunity to show off the mower's advantages—the most dramatic kind of sales thing—the place where the customer himself would use the product.

The demonstrations showed it just what "a" mower could do on "a" lawn, but how this power mower would reduce labor on the prospect's own yard.

Showmanship can consist of simple devices. Out in Hollywood, everything from movie premieres to the opening of a new pop stand is heralded by spotlight displays in the sky. But elsewhere in the nation, spotlights illuminating the crowds at night are not such a common sight as they are in California. Outside New Orleans on a much-traveled highway, a shopping center uses such lights to make half a big city conscious of its existence.

And in case anyone should have wondered about the source of the bright beams criss-crossing the night sky, and not bothered to drive along the highway to find out, newspaper ads over the signatures of the merchants in that shopping center tell the public to "come in under the beam" for bargains.

Boosted Appliance Sales

A New York state hardware store has worked out a unique, showman-like way to boost its sales of appliances. Figuring that most customers bought on long terms, and that the possibility of "something happening to" the buyer before he completed the payments might be a small worry to customers, he set up a dramatic offer.

With each time purchase of a major electric or gas appliance in his store, the owner presented the customer with a term insurance policy insuring his life during the duration of the payment period.

This was a help to his store, it is true, but even more it was a dramatic selling point, a positive reason why the appliance should be purchased there rather than in a competing store. A showman from the word go, this dealer labeled his plan "insurance of enjoyment" from appliances which he sold.

Another dealer faced the problem of clearing trade-in appliances which he had reconditioned, and which were hard to move. The trade-ins were taking up too much warehouse space and the dealer determined that something must be done. But what? Offer them for a song at giveaway prices, and take a resulting dollar beating? Why not take a chance, instead, he told himself, and see what people would offer?

He Used Showmanship

Instead of simply saying to customers, "What will you give me for this old stove, Joe?" he used showmanship. With a great deal of "hoopla" and fuss, he started an auction. It was patterned after the surplus goods auctions which the War Assets Administration had held. People could see the appliances on display in the warehouse, where each had a tag number. Then, by a certain date, they could turn in bids for whatever appliances they wanted to buy. A public opening of the bids took place, and the highest bidder on each appliance had it delivered that very day to his door.

"By using showmanship to get rid of this used trade-in merchandise," the dealer reports, "we were able to get pretty good prices for them. In fact, a few people bid almost as high for the used appliances being auctioned as they would have had to pay for new appliances. The whole 'show' was a vast success. We plan now to hold such auctions every year for selling out our trade-in merchandise."

Showmanship can be applied to the selling of small things as well as large appliances. A dealer in the Pacific Northwest proved this when he set out to sell wrench sets by the use of showmanship. First, he asked himself what problems were faced by the prospects which might be solved by having a set of small wrenches handy. Then, with the answer—inability to do every home job using only the usual wrench—he set up a display.

His display showed unusual and

BITES DEEP!



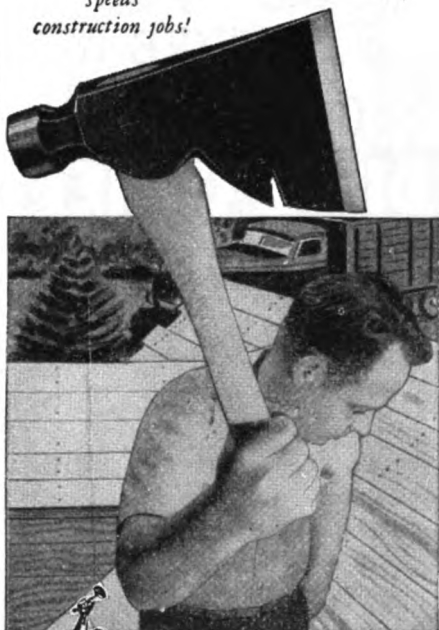
The "Michigan" makes mighty

good use of muscle!



They Cut Longer Between Sharpenings

"Carpenter's Expert" speeds construction jobs!



Since 1826, this trademark has represented the best in axes

COLLINS

Axes and Hatchets

The Collins Company, Collinsville, Conn.

Digitized by Google

—AN ARTMOORE PRODUCT—

ORIGINAL TRIPOD DRYER STILL THE SALES LEADER



FAMOUS ARTMOORE COLLAPSIBLE TRIPOD CLOTHES DRYER has everything you and your customers want: Plenty of drying space—24 smooth snagproof, rustproof feet for in-between washings, diapers, lingerie! Compact—closes completely to only a few inches of space! Lightweight—all select hardwood, weighs only 5 lbs. And it's priced right—retails at only \$2.95. Higher West of Rockies

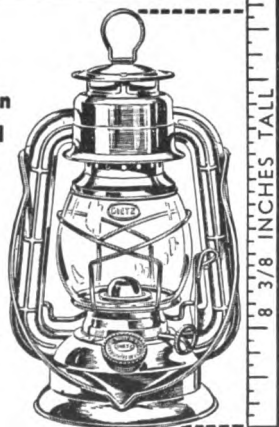
See your jobber or write

ARTMOORE CO.

Dept. A-120, 1319 North 3rd Street
Milwaukee 12, Wisconsin



A really small lantern of vivid red finish with universal appeal. For fun, utility and emergency use.



HANDSOME DISPLAY
FREE WITH EVERY
DOZEN

**DIETZ
LANTERNS**

R.E. DIETZ COMPANY

EST.

SYRACUSE 1, N. Y.

1840

hard-to-reach nut and bolt placements. The card asked a simple question: "How many of these *can't* you loosen with your present tools?" That dramatic question, posed in a showy manner calculated to sink home instantly, and coupled with a nearby display of wrench sets, resulted in booming set sales—without any extra salesmanship from the regular employees.

Another way to apply showmanship to the selling of small tools was worked out by an Eastern dealer. He secured very small, one and two-inch metal tools, which were actually charms, such as children wear on beanie caps today. The charms were attached with ordinary office machine staples to mimeographed slips of paper. These were then inserted in packages, and placed in boxes on display along the tables where customers could see, be intrigued by, and pick up the tiny giveaway tools. The selling slips merely said (in the case of a shovel): "I can make gardening easy; in a big size to fit your hand, I cost only \$2.50." Stapled to the small charms were such remarks as, "I can make your household tasks easier. Ask about me."

Saving Dramatized

In California, where the Hollywood influence may be the reason why many effective show ideas are in use, a dealer dramatized the fact that his store offered savings to the customers by distributing mock coins throughout his selling area. Printed on each was a slogan telling how money could be made by shopping for his sound housewares values.

Books for the

Hardwareman's Library

"How to Be a Crack Shot," by Claude Parmalee. Beginning with preliminary handling of guns and correct stance, this book gives clear and precise instructions for shooting both rifle and shotgun. With photos and illustrations on almost every one of the 78 pages, the book is an excellent guide to improvement or development of technique

"Kids keep coins like this and play with them," the dealer reports, "so the advertising 'life' of our stunt was long; the coins stayed around the house where mama and daddy were continually exposed to the sales messages."

Can Be Developed

Showmanship is not an inborn knack. It can be developed in the same way that sound merchandising sense is developed. Showmanship is based upon *ideas*, and ideas are not necessarily the result of random inspiration, according to Guy Gifford, an ex-Hollywood idea man whose present job consists of wrapping up the public relations programs of a Los Angeles utility company in showman-like packages.

Mr. Gifford notes that most usable show ideas come from the subconscious mind—which he calls "Hunch." Hunch has to be stimulated into action. Here is what Mr. Gifford recommends for needing Hunch:

"1. Clearly state your problem—why you need ideas. That seems to set the task for Hunch, and he goes to work on it in his own way. and time.

"2. Be on the lookout for solutions, the unexpected—you never know when he is going to pop up with an answer. Put opposite things together, see what happens.

"3. Watch people, listen to them, talk with them, read about their doings—ideas have mostly to do with people.

"4. Be critical of the ideas that come, they are 'inspirational,' apt to run away with you—seven times in 10 they are duds."

in hunting and target, aerial, skeet, field and trap shooting. Greenberg Publishers, 201 E. 57 St., New York 22, N. Y. (\$2.50)



"Marketing—Selected Case Problems," by George R. Terry, discusses 56 specific case problems to focus attention on marketing procedures and techniques. Each case is analyzed in detail and the solution shown. Interrelation of the different types of market problems in both the consumer and industrial fields is stressed. (Prentice-Hall Inc., 70 Fifth Ave., New York N. Y., 250 pp., \$2.65.)



Stevens' plumbing section as it looked on opening day.

25% of Volume in Plumbing Supplies

Adequate stocks, variety and good display help Oregon small town dealer do \$15,000 volume in this one department

S. F. Stevens, Stevens Hardware, in Coquille, Ore., does from 20 to 25 pct. of his total volume in plumbing supplies to consumers. His store at 331 W. First

St. produces as much as \$15,000 a year in plumbing supply sales, in a town of less than 4,000.

"We do a good plumbing supply volume," Mr. Stevens explains,



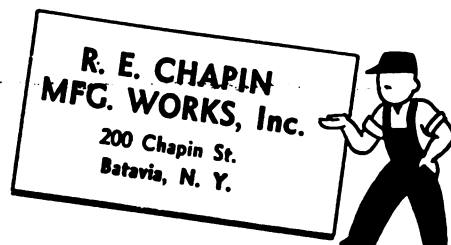
S. F. Stevens in the sliding doorway separating the pipe department from the rest of the store.

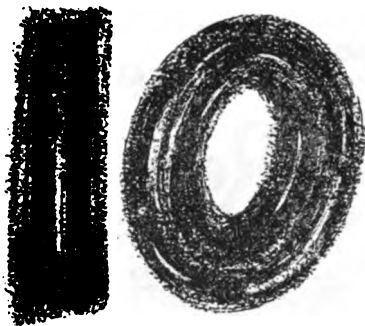


NEW CHAPIN Catalog No. 51

New, fully illustrated catalog describes complete line of nationally famous Chapin sprayers including 13 new models. Contains compressed air models, featuring new electric seam welding . . . a variety of versatile single and continuous hand action sprayers . . . plus dusters, CO₂ gas operated sprayers, flame sprayers and others. Be sure you have one of these free Chapin catalogs on hand for immediate reference . . .

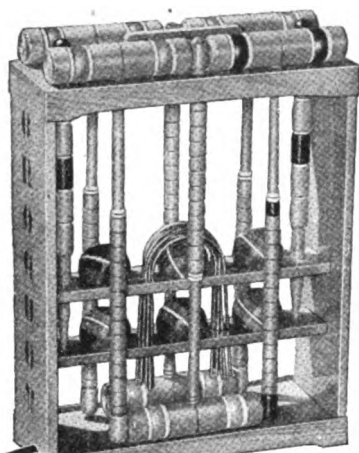
WRITE TODAY TO:





SOUTH BEND CROQUET

MODELS FIT EVERY
CUSTOMER NEED!

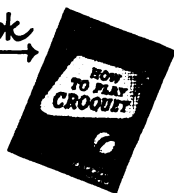


Model 986
Deluxe Six Ball Set

Popularly priced South Bend Croquet is offered in 4 and 6 ball standard and deluxe models to meet every customer requirement. Each set has the same gay, colorful styling as well as the same quality manufacture, such as rock maple balls and hardwood mallet heads with screw-in handles.

Show This Book

16 page, 2-color book—
"How To Play Croquet"
—describes complete history and rules of game—
25c list. Quantity discounts to dealers.



SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N. Y.
South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.

Midwest—South Bend Toy Mfg., So. Bend, Ind.
So. Calif. & S. W.—Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif.

No. Calif.—Standard Toy Agencies, 718 Mission, San Francisco, Calif.

Denver & Pac. N. W.—Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash.

SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA

SOUTH BEND
Croquet

AMERICA'S FAMILY GAME



Bathroom fixtures are displayed in this fashion.

"because we carry a good supply and selection of fixtures, pipe, white goods and allied items.

"Even more important, is the fact that we show our merchandise to advantage. Consumers can come in and pick out what they need in plumbing supplies."

The firm spares no effort to display plumbing supplies for customers' convenience. Last July Stevens Hardware held a grand opening in its new modern store into which was moved the firm's 16-year-old hardware business.

On one side of the store and running along practically the full store length, is a complete pipe department. It is concealed behind the shelving, and is 3½ ft. wide.

"Since pipe displays aren't 'pretty' under any circumstances, we closed off the pipe department from the rest of the store, behind a sliding door," Mr. Stevens said.

A separate door leads from the pipe department to the sidewalk. This convenience makes it easy for customers who want to buy pipe.

"Naturally, the people who find it convenient to select and buy pipe in our store also buy galvanized and chrome fittings," he said. "Many also buy some of the bathroom fixtures displayed in our store. That's why we planned our separate pipe department."

The Stevens store is 29 ft. wide by 100 ft. With 3½ ft. devoted to the pipe department, the rest of the display room is 25½ ft. wide. Display area is 70 ft. long.

One side of the pipe department is the cement wall of the building;

the other is formed by the back of the shelving structure.

During construction of the store, Mr. Stevens sank old car axles into the cement wall, putting in enough of these to make two sets of tracks, each holding 21-ft. lengths of pipes. Each of the two 21-ft. wall areas has three tiers of axles. Thus Mr. Stevens shows his customers a selection of pipe on six handy racks.

Pipe cutting equipment is in the back room. Once the pipe is cut, it can be carried out through the pipe room right onto the street.

In the store proper, Mr. Stevens devotes two gondola units to showing galvanized and chrome fittings. He also has a display of bathroom fixtures in one corner of his store in the back section.

Conde Stresses Gift Sales

Conde's Hardware Store, Watertown, N. Y., is going after Christmas gift business this year with a large newspaper ad directed to women and emphasizing gifts. Headlines on the ad read:

• "Ladies, For the men
In Your Life . . . Gifts
for Men of All Ages."

Chief emphasis in the ad is on power tools, hand tools and fishing and hunting equipment.

The ad also promoted a layaway plan, by asking "Do you have package shakers, closet peekers and drawer snoopers at your house? Select your gift now and leave it with us until Christmas."

45-Ft. Display of Fasteners Encourages Self-Service

(Continued from page 77)

hardware lines, with their neat appearance and plainly marked prices, is the best advertising he has yet used. Farmers and builders quickly see in these displays that the store is filled with merchandise that they need and use.

"Our rivet display is quite complete and has a great deal of attraction for many farmers and builders," reports Mr. James. "They will often head for this display when visiting the store with their families and will buy many sizes before leaving. Use of price cards on the

wooden compartments does a good selling job for us."

Additional sales to those attracted to the 45 ft. lineup are enjoyed as the result of the neatly arranged tool display panels directly behind the table units. Says Mr. James, "I figure that so few stores display these wares on tables that we should use them to pull extra traffic into the store. The farmers and builders who buy these items will often make additional purchases of other home and trade merchandise."

Inflation and Insurance

The constriction of inflation comes in delivering a product that is worth more than the price that has been charged and collected some time in the past.

Insurers are not in a position, as are most other contract makers, to adjust themselves readily to meet this kind of circumstance. By the nature of their business and because of the regulation exercised over them by public bodies, their contract making puts them in a time

straitjacket, the pain of which only the most lucky or expert insurance management escapes.

At no time is lack of insurance to value a good thing. But when the dollar is being bloated and will buy less than it did yesterday, agents and company people are on notice to reassess the values they are trying to protect and convince the owners of both the wisdom and the necessity of insuring their possessions completely.

(From an editorial in *The National Underwriter*)

HARDWARE HUMOR

By Hardware Age



"It isn't the light sets, Kingsley. The electricity is turned off."

More Profits in 1951

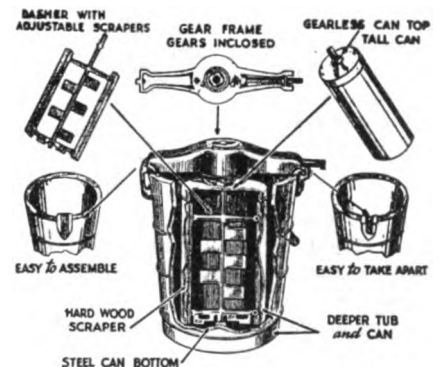


with the new Peerless FREZO

Today's outstanding freezer value — the new Peerless FREZO. A sturdily built, quality freezer made by the makers of the well known Peerless Freezer. Its low price for a quality freezer makes it an attractive leader for quick turnover and more profits in 1951. Ask your jobber.

Household Sizes: 2 to 8 Qts.

Features



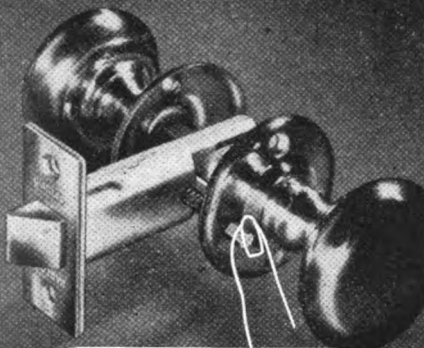
Ask Your Jobber or write us for complete information.

The PEERLESS FREEZER Co.
Winchendon, Mass.

Manufacturers of Complete line of Hand and Motor Driven Freezers

here's the finest
locking latch
ever made . . .

For Bathroom and Bedroom Doors



HARLOC

Reversible
PUSH BUTTON
Lock Set

With Fully
Automatic Operation

LOCKS

by pressing the
push button bar

UNLOCKS

Automatically

1. By a turn of the
inside knob
2. By a slight depression
of latch bolt



Barloc combines the precision-built features of the Harloc double spring tubular latch plus the finest locking mechanism ever devised. And it's easy to install because it is completely reversible for any door (see illustration above). Automatic release prevents accidental locking. See it — compare it. It has no equal.

QUALITY QUICKLY RECOGNIZED

Every Harloc product is easily identified by this distinctive yellow-labeled maroon and grey box.



HARLOC PRODUCTS CORPORATION
New Haven, Connecticut



Washington
NEWS and VIEWS

Reports on Events Affecting
The Hardware Business

(Continued from page 10)

the Builders' Hardware Section by mid-December.

The primary problem confronting Mr. Habbersett will be to obtain supplies of critical materials for producers of items in which substitute materials cannot be used. However, where feasible, substitute materials will have to be used in order to conserve critical materials.

The products falling under Mr. Howell's jurisdiction, as indicated in *HARDWARE AGE* (Nov. 30 issue, page 10), include all those normally considered as hardware except hardware attached to buildings for functional purposes.

Mr. Howell's section was called the Fabricated and Hardware Products Section at press time, but it had not been formally decided whether this title would stick.

Mr. Howell told *HARDWARE AGE* that his first major problem would be to assure adequate raw materials for the production of fasteners (nuts, bolts, screws, etc.). No serious problems in the hand tools industry are reported at this time.

OUTLOOK—The hardware industry will be called upon to provide personnel to staff the various hardware sections and units and sufficient numbers of men to serve on industry advisory committees covering practically all hardware products. These committees will be set up as soon as possible but will not be called into session until there is a problem or a series of problems that require solution.

H.B. McCoy Named Claimant For Wholesaling, Retailing

The essential role of the hardware trade and all retail and wholesale businesses in keeping the civilian economy going in time of mobilization has been recognized. An order from the Secretary of Commerce officially naming the various claimant agencies under the Defense Production Act designates the Assistant Administrator of NPA for Industry Operations, H. B. McCoy, as the claimant for

the needs of civilian business, including wholesaling and retailing.

This order is regarded as the forerunner of a civilian requirements program, such as that administered by the Office of Civilian Requirements of the WPB. An organization to carry out the program will be set up. It will have to determine requirements for civilian goods, and act as claimant for them; present requirements for materials needed in the production of consumer goods and services; and review all orders and their administration to assure that civilian needs are not overlooked.

OUTLOOK—Civilian requirements will not really be given adequate attention until a CMP has been set up, under which every pound of key raw materials will be parceled. Up to the present time, NPA has been letting the chips fall where they may after cutbacks have been made in use of critical materials. Spot assistance for civilian producers is available, but only in extreme cases. Congress, through the Senate Small Business Committee and the Preparedness Subcommittee of the Senate Military Committee, is looking into the situation.

New FRB Rulings Result In Tighter Credit Curbs

Although the government is inclined to let its controls over installment buying at the retail level stay where they are for the time being, it is quietly "tightening" the existing regulations without saying too much about it.

For example, the Federal Reserve Board on Nov. 25 decided that products subject to both Regulation W (time payments at the retail level) and Regulation X (time payments on housing) would be subject to the more stringent Regulation W.

This means that combination articles like mechanical dishwashers in residential housing now must be paid off in 15 months under Regu-

ation W, rather than in 30 months, s would be the case under Regulation X and FHA payment regulations. Putting it another way, redits that are subject to more han one government regulation are o be regulated by the strictest of he applicable control regulations.

In another recent ruling, FRB decided that "sets and groups of articles" like bedroom and dining-room suites may not be sold separately in order to get around Regulation W. If the articles in any group are functionally related, they must be sold as a unit and subject to the provisions of the regulation.

OUTLOOK—These additional "clarifications" of Regulation W are regarded by Reserve Board officials as small but important steps toward the over-all objective of tighter restrictions over consumer credit of all types. However, it's not a case of choosing between "closing the loopholes" and further tightening of the regulations by requiring even higher down payments and shorter maturities. You can expect FRB to do both if inflation begins to get out of hand in the weeks ahead.

NPA Cut-Backs Hit Copper, Brass, Nickel, and Zinc

Over the past two weeks, NPA put a ban on non-defense uses of four more basic raw materials—copper and brass, nickel and zinc.

Generally, use of copper and brass mill products for civilian-type production were cut 15 pct for January-February and 20 pct for March, based on average monthly use during the first half of 1950. A deeper cut of 35 pct is applied to use of primary nickel and its oxides for the first half of 1951 and inventories restricted to a 30-day supply. Zinc and zinc products were limited to 80 pct of the first half average by quarters (first half 1950).

At the same time, NPA modified its aluminum order to make the reduction of 35 pct more gradual in its effect. The revision of M-7 now provides for a 20 pct cutback for January, 25 pct in February, and the original 35 pct cut will take effect in March and continue through June.

OUTLOOK—Similar cutbacks are expected in other tight materials. Further revision in the aluminum order depends upon what the requirements of the military are when they are finally known.

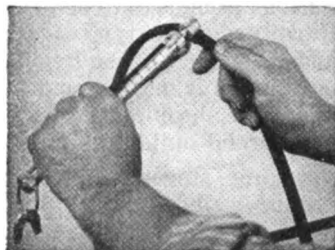
This is what you call **RACK-ing Up Profits**

**\$324.00 gross profit
from 3 sq. ft.**

**A Complete V-Pulley and V-Belt Business in
Less Space Than V-Belts Alone Usually Need!**



Worthington "Profit-maker"—compact, combination-display-and-storage rack cuts inventory cost 75% due to interchangeable feature of QD Jr. hub and pulleys.



**New, Convenient,
Correct Way to
Measure V-Belts**

Beltmeter measures outside diameters—you can match replacement belts exactly.

The new display racks designed for Worthington QD Junior V-Pulleys and Worthington-Goodyear FHP V-belts . . . are scoring high in the profit column.

More sales from less inventory . . . more profit from less space . . . that's the secret. The Pulley display takes up just 1½ sq. ft. of counter space—in back are storage shelves. And the belt display, occupying only 1½ sq. ft., carries a sufficient assortment to handle over 70% of FHP requirements—no dead stock.

From only 3 sq. ft. of counter space, dealers are averaging \$324.00 gross profit based on four turnovers.

Contact your local Worthington jobber* and send the coupon for more information on the bigger profits with Worthington FHP Profit-Maker assortments.

*If you are a jobber, you're welcome, too, to investigate the profits in Worthington-Goodyear.



Worthington-Goodyear SerVomatic—"help-yourself" display. "Space Miser" packaging reduces belts as long as 100 in. to overall packaged length of 15 in. Sizes clearly marked. Clear-vision inventory strips.

WORTHINGTON



MERCHANDISING DIVISION

*The Good Right Hand
of Industry*



Worthington Pump and Machinery Corporation
MVD Sales Division, Dept. N853, Buffalo, N. Y.

Please tell me how I can make higher profits
with Worthington V-Pulleys and Worthington-
Goodyear V-Belts.

NAME.....

COMPANY.....

ADDRESS.....

Priority and Price Digest

News and Interpretations of Government Orders

Korean Reverses Seen Speeding New Controls; Tighter Credit Likely

Application of all-out Government controls on business has been pushed closer to realization as a result of the recent Korean reverses. With the speed-up of mobilization, the unwieldiness of the present DO system is being thrown in sharp relief. This is seen as leading to a switch to a controlled materials plan much earlier than had been previously expected, possibly shortly after the turn of the year.

The appointment of Toledo's Mayor, Michael V. DiSalle focused new attention on the possibility of price controls being applied in the near future. While the administration still refuses to speak in a definite manner on when or how price controls may be applied, it is reported that tentative plans for such controls have been drawn up and are believed to include the use of selective controls in some fields and voluntary controls in other fields, with wage ceilings as a rider.

Credit curbs, despite the pressure from many retail groups for relief, will not be eased if the Federal Reserve Board continues to have its way, and according to present indications, there is very little likelihood of any change in the present setup.

To the contrary, there are growing indications that a further tightening of credit controls can be expected in the near future, with Regulation W being extended to cover merchandise down to \$10 with down payments raised to as much as 25 pct.

Copper Use in Civilian Production Cut 15 Pct

NPA in directive M-12 has ordered a 15 pct slash in non-military use of copper, effective Jan. 1. In another directive, M-11, NPA specified how much output copper producers must reserve for filling DO orders.

The regulation requires that non-defense production and consumption of brass mill and copper wire mill

products can't exceed 85 pct in January of average monthly production and use during the first six months of 1950. The ceiling remains the same in February but drops to 80 pct of the average base period figure in March.

Companies using less than 1,000 pounds of copper or copper base alloy during a calendar quarter are exempt from the regulation. Producers can't keep on hand more than a 45-day supply or a practicable minimum working inventory, whichever is less. Stocks of copper consumers are limited to a 60 day supply or a practicable minimum, whichever is smaller.

NPA's ceilings on copper output which must be reserved for filling military orders, as specified in M-11, range from 5 to 25 pct of average monthly shipments during the first six months of this year.

GI's Get No Favors Under Regulation W

The Federal Reserve Board says veterans have no special preferences or exemptions under Regulation W. This statement was made to stop a rumor which the board feels may arise from an incorrect interpretation of Section 7 (E) of the Regulation.

This section provides exemption for a loan which a veteran may get directly from the Veterans' Administration or from some State counterpart agency, or where the loan is guaranteed or insured by VA or the State agency.

This exemption, however, does not change the basic down payment and maturity requirements of the credit regulation for the purchase of durables, which are standard for everyone in the United States.

Federal Reserve Board Issues Interpretations Clarifying Operations Under New Regulation W

The Federal Reserve Board have issued the following list of items of interest to hardware dealers that are subject to Regulation W.

In the furniture classification, an ice refrigerator is included regardless of the use to which it is to be put. It is exempt, however, if its design and construction are such that it is clearly usable only for commercial purposes. The furniture classifications excludes kitchen cabinets. Furniture of the type used in households is subject to the Regulation even though it may be sold for use in an office, hospital, store, or other commercial building.

The cooking stoves and range classification includes table model roasters and cookers, but excludes cooking and baking equipment designed for commercial use in restaurants and hotels. Hand irons are also exempted from the ironer group.

The mechanical refrigerators and food freezers classification includes a system containing one or more cabinets with a separate mechanical

refrigeration unit serving those cabinets. Exempted are water coolers and milk coolers not designed for household use.

In the television receiving sets classification, sets suitable for private or home use even though they may be commonly used commercially are included.

Regulation W does not bar an instalment seller from making a bona fide "free" gift of other merchandise to the buyer of a listed article, provided the transaction is consummated on the basis of a "bona fide cash price" of the listed item. A cash price would not be considered bona fide if it were raised to permit the so-called "free gift" and such a practice would be an evasive device to circumvent the down payment requirement.

A bona fide discount or rebate on the sale price of a listed article is not barred by Regulation W. In such a case, the record should show that the article selling at a particular price was reduced to a price net of discount upon which the required down payment was obtained.

NPA Sets Ceilings for Accepting Zinc DO's

Rules for accepting and scheduling rated defense orders for zinc have been announced by NPA in order M-9 which provides for equitable distribution of rated orders among all producers and fabricators of zinc.

The regulation provides for a 30-day "lead time" for the filing of

Storm Repairs Freed From Regulation W

Dealers in the Second Federal Reserve District are permitted to exempt from the terms of Regulation W, credit extended to finance the repair or replacement of real and personal property damaged or lost as a result of the storm of November 25, 1950, provided the extension of credit is made prior to May 31, 1951.

This exemption does not apply to any credit extension which is not directly attributable to the storm. In order to establish qualification under this amendment, dealers should obtain a written statement setting forth the nature and extent of the damage or loss sustained and that the credit is to be used for the purpose of repairing or replacing real or personal property damaged or lost as a result of the storm.

defense priority orders. Producers and fabricators need not accept DO orders received less than 30 days prior to the first day of the month in which shipment is specified. Definite ceiling limitations on "DO" orders are set up for producers of zinc, zinc dust, zinc oxide and for zinc fabricators of certain products.

Cobalt Use Increased

NPA in order M-10 restricted use of cobalt in December for civilian production to 50 pct of the average monthly consumption in the first six months of this year. This makes more cobalt available for non-defense production than in November. DO priorities for the metal may be filled up to 60 pct of the quantity ordered. An inventory limit of 20 days was put on all users of the metal.

GREENLEE CHISELS

Now Plastic-Sealed

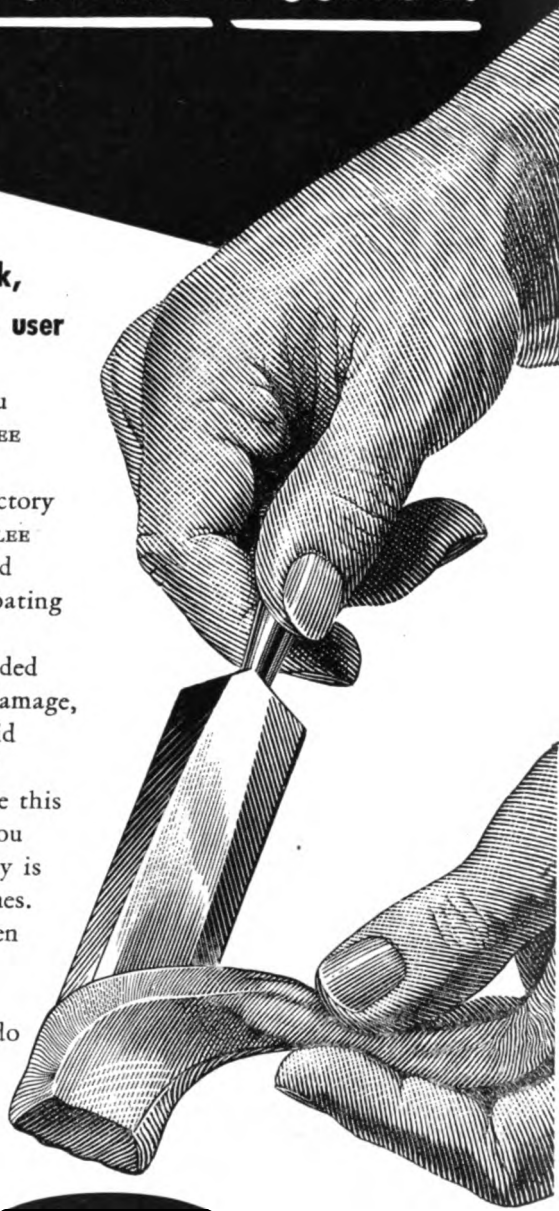
... protects your stock,
brings full value to the user

Yes, that fine finish you
always find on GREENLEE

Chisels now has sure,
constant protection from factory
to user. Because GREENLEE
Chisels are Plastic-Sealed
with a heavy protective coating
over the entire blade.

That means they are shielded
from shipping and handling damage,
seashore and other humid
conditions. Think of
the costly stock maintenance this
eliminates for you . . . you
know your chisel inventory is
in perfect shape at all times.

And you know that when
your customers put
these fine GREENLEE
Chisels to work they'll do
the job right!



TOOLS FOR CRAFTSMEN

GREENLEE



STOCKED BY LEADING WHOLESALERS

FAST SELLERS IN THE GREENLEE HIGH-QUALITY LINE

Auger Bits • Expansive Bits • Socket Butt Chisels • Socket Firmer Chisels • Car Bits • Razor Blade
Draw Knives • Automatic Push Drills • Spiral Screw Drivers • Bit Extensions • Bell Hangers' Drills
• Turning Tools • For complete information on these and other fine GREENLEE Tools, write today to
Greenlee Tool Co., Division of Greenlee Bros. & Co., 1812 Herbert Avenue, Rockford, Illinois, U. S. A.

Digitized by Google

WHAT'S NEW

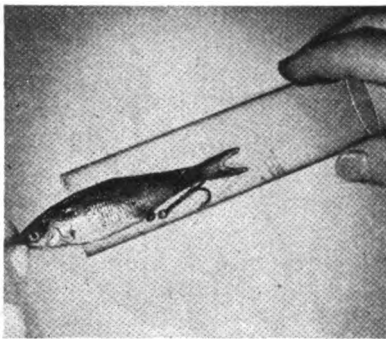
Latest Information on New Hardware Merchandise

(Continued from page 13)

maximum capacity; three diamond non-slip handles and chrome plating. Retail: 80 cents. *Utica Drop Forge & Tool Corp.*, Utica, N. Y.

Actual Lure

A real fish encased in a transparent plastic unit. Lure retains life-like appearance and is effective in fresh or salt water for casting,



spinning or trolling. Wobble or spinner action. Lure equipped with treble hooks and stainless steel mount, latter being removable. When a fish strikes the lure and no scales are contacted, the bait is spit and will run up the ladder. Small wobblers and spinners, \$1.50; medium spinners and wobblers, \$1.75. *The Actual Lure Co., Inc.*, 392 Fifth Ave., New York City 18.

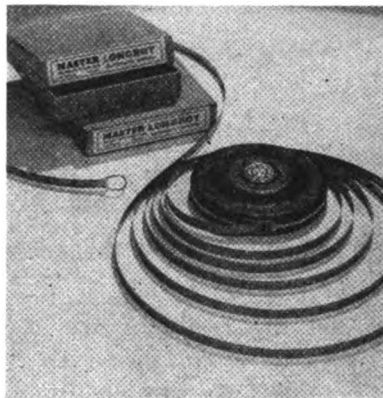
Cyclo-Twist Drills

Cyclo-Twist double-spiral fluted drill in extra lengths up to 36 in. Extra-length drills are available from 3/16 to 1 in. in diameter. The two spiral flutes of the drills run from both cutting edges to the shank end regardless of length. This coupled with the drill body being the same diameter as the carbide, expels the dust as it drills. *New England Carbide Tool Co.*, 60 Brookline St., Cambridge 39, Mass.



Fifty Foot Rewind Rule

A 50 ft. steel-tape rule with automatic re-wind; Longboy may be reeled home in less than 10 seconds. Rule rewinds with a constant re-



tracting torque due to the incorporation of the neg-ator-type spring in the planetary coiling mechanism. Formed steel case is covered with fabricoid and sealed against dust. Tape is 3/8 in. wide of spring steel, nickel plated. Graduations are black, weight is 23 oz., and case diameter 5 in. Retail: \$12. *Master Rule Mfg. Co., Inc.*, Middletown, N. Y.

Gun Cover

Quick Draw gun cover available in 14 sizes and styles, was designed to fit bolt action guns, scope rifles, regular and automatic shotguns.



Features a full length zipper running into a tapered 3 in. protected muzzle end. Covers are crafted from Masland Duran all-plastic. Rifle barrel lies in a reinforced padded end for rapid re-zipping of cover. *Canvas Products Corp.*, 19-31 E. McWilliams St., Fond du Lac, Wis.

Reo Power Snow Plow

Reo de luxe Trimalawn power mower may be converted to a power snow plow with an attachment consisting of a curved steel blade that



will set to push snow to right, left or straight ahead, with a 30 in. sweep. Skids attached to outside corners of bottom edge carry blade over rough areas. *Reo Motors, Inc. Lawn Mower Division*, Lansing 20, Mich.

Stock Water Bowl

Sani-Kleen dairy stock water bowls are made with galvanized steel or aluminized gray iron bowls. Bowls are non-siphoning and crack free. Both types are easily detached for the housing. Retained in new bowls is the Hudson perfect valve. Metal parts are brass; main valve stem is machined from solid



bar stock. *H. D. Hudson Mfg. Co.* 589 E. Illinois St., Chicago 11, Ill.

Proctor Presurmat

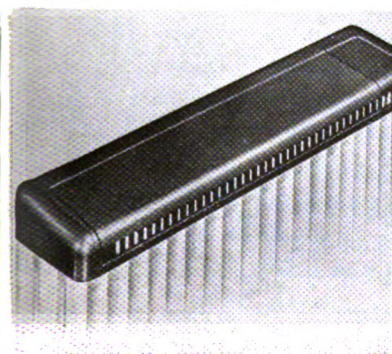
Cooking device combining a heat controlled electric stove, a 60 minute electric timer and a 4 qt. pressure saucepan with trivet. Unit operates on AC only, 1400 watts and cooks at 10 or 15 lbs. pressure. It automatically exhausts the air; automatically times the cooking operation from the minute the desired



Pressure is reached; automatically turns its dial each 30 seconds of cooking time already completed; automatically reduces the input of electricity into the electric unit at the end of cooking time; and automatically vents itself slowly when cooking has been completed. Electricity enters stove unit only when in on pan control. Features the pressuretrol, constructed so food cannot collect around it; and zero pressure indicator that acts as a safety vent. Retail: \$39.95. Proctor Electric Co., Philadelphia, Pa.

Radiator Cover

Air Flo radiator cover keeps heat dirt from walls and curtains. Covers feature a deep back-panel which reflects heat currents away from walls. Air Flo louvers besides being decorative permit greater circulation of heated air. Covers, available in ivory, or walnut have heat and sound resistant finish and are made in



standard widths and adjustable lengths. Retail: \$1.75 to \$4.45. Nesco, Inc., Milwaukee, Wis.

Inner-Belted Bullets

Peters' five new streamlined bullets—all 180 grain weight, are available in 30-06 Springfield, 300 H & H Magnum, 30-40 Krag, 300 Savage and 270 Winchester calibers. Peters pointed soft point



Stock the HOLTITE Line of Engineered Fastenings

Engineered throughout production by a staff of skilled technicians, HOLTITE Screws, Bolts, Nuts and allied fastenings are made with the precision of small tools. This scientific manufacture assures your customers of accurate, rugged, enduring fastenings that can be used with complete assurance of dependable performance.



HOLTITE fastenings are packaged in sturdy, attractive boxes with color-coded labels. An asset to users of shelf stock, these labels contain complete information of contents for quick, easy reading. Colors act as automatic indicators to save time selecting stock or taking inventory.

HOLTITE fastenings are furnished in all standard sizes, types and head styles, with slotted heads or HOLTITE-Phillips Recessed Heads in all metals and finishes.

HOLTITE-Phillips

— the modern screws for safe driving with hand, spiral or power drivers. Stock them for home work shops and repairs.



CONTINENTAL

SCREW CO.

New Bedford, Mass., U.S.A.



HERE'S WHY
Theoll
SCREWS, BOLTS, NUTS
ARE 4 WAYS EASIER TO MOVE



Easier to identify See how the label stands out? It's easy to read—from the top-most shelf. Different colors identify different screws, bolts, nuts, metals, plating, etc. Saves time!

Easier to handle Theoll products are packed in sturdy boxes that won't "bow out" when opened or stacked. Covers slip on and off with just the right friction grip. Easy to handle, pack and ship. No tearing, spilling or loss.

Easier to get Prompt, reliable delivery through convenient factory warehouses. Your Theoll stocks cover most needs. Depend on this one source for a broad range of "in demand" fasteners.

Easier to sell Theoll products are money makers because they're easy to sell. They're fast movers. They repeat because they're made to build your business. Our reputation is your guarantee.

Theoll business builders

- | | |
|--------------------------------------|---------------------|
| SCREWS | BOLTS |
| *Machine Screws | *Stove Bolts |
| *Wood Screws | Machine Bolts |
| *Sheet Metal Screws | Carriage Bolts |
| *Cap Screws | Lag Bolts |
| Square Head Set Screws | Brass Washers |
| Headless Set Screws | NUTS |
| Socket Set Screws | *Machine Screw Nuts |
| Socket Head Cap Screws | *Semi-Finished Nuts |
| *Thumb Screws | *Wing Nuts |
| RODS | Cap Nuts—Brass |
| *Threaded Rods | Knurled Nuts—Brass |
| *Slotted and Phillips Recessed Heads | |
| *Steel and Brass | |

Write, wire or phone

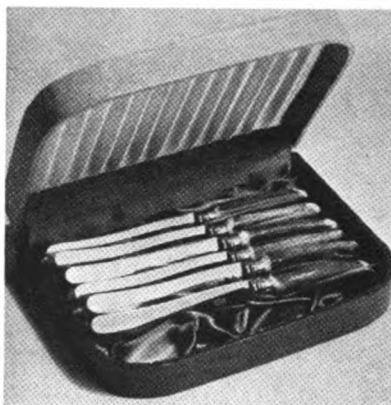
Theoll
MANUFACTURING COMPANY
5700 ROOSEVELT ROAD
CHICAGO 50, ILLINOIS
SCREWS • BOLTS • NUTS
Industrial Fasteners and Holding Devices

WHAT'S NEW

inner-belted bullets are made for high accuracy, flat trajectory and heavy striking energy. Also new is a 130 grain bronze-pointed bullet in 270 Winchester caliber. *Peters Cartridge Division, Remington Arms Co., Inc., Bridgeport, Conn.*

Steak Sets

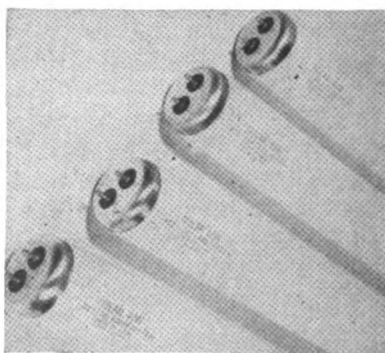
Steak sets available with 13, 12, 7 or six pieces. Blades are of Sheffield forged stainless steel with mirror



finish, each ferruled in sterling silver. Made with either serrated or plain cutting edge. A choice of handles can be obtained and include imported Indian Stag, South African Cape Horn and Pregwood. Set illustrated, No. 306 has blades 5 3/4 in. long. Gift box is imported with rayon satin lining and imitation leather top. *Hambro House Of Design, 17 East 54th St., New York City 22.*

Solar Fluorescents

Solar fluorescent line has been simplified to include four new fluorescent lamps rendering the truest color impression in the most varied environments. The two lamps, de-



luxe cool white and deluxe warm white compensate for the unnatural appearance which people and color sensitive objects take on when under standard fluorescent light. Of the other two lamps, standard cool white, formerly the 4500 deg. white is recommended where a cool atmosphere is desirable and when high efficiency lighting is required along with a stress on colors. Standard warm white, formerly warm tint is designed for lighting in warm atmospheres where fluorescent lamps are used with incandescent lighting. Standard fluorescent lamps including colored lamps will be available as before. *Solar Electric Corp., Warren, Pa.*

Gas Space Heater

Cool safety cabinet vented gas space heater directs heat forward through directional louvers at 300 deg. plus. This new model incorporates the safety and heating features of the Dearborn unvented cool safety cabinet model. Heater will burn natural, manufactured, butane or propane gas. It attains warm air velocity without blowers. Made with



Robertshaw thermostat or Unitrol for automatic heating; equipped with High-Crown burner and blue flame safety pilot. *Dearborn Store Co., Chicago, Ill.*

Packaged Wheelbarrow

Whiz wheelbarrow now comes packed in a mailable space saving carton, 7 1/4 x 26 x 32 3/4 in. Complete packaged wheelbarrow weighs 32 lb. Unit may be assembled in five minutes following instructions in each package. Wheelbarrow fea-



es 10-in. cushion tired Do-Nut wheel with oilite bearings, and 3 ft. heaped capacity. Photo of e wheelbarrow published in a pre-vious issue unavoidably omitted the illustration of the product packed r mailing. *Buch Mfg. Co., Eliza-thtown, Pa.*

Flashlight Cases

Rangefinder flashlight case is an approved version of the Range-ader of pre-war and immediate post-war time. It retains all the con-struction features of the previous model. Finished in chromium, it as a lock-switch and thumb-focus

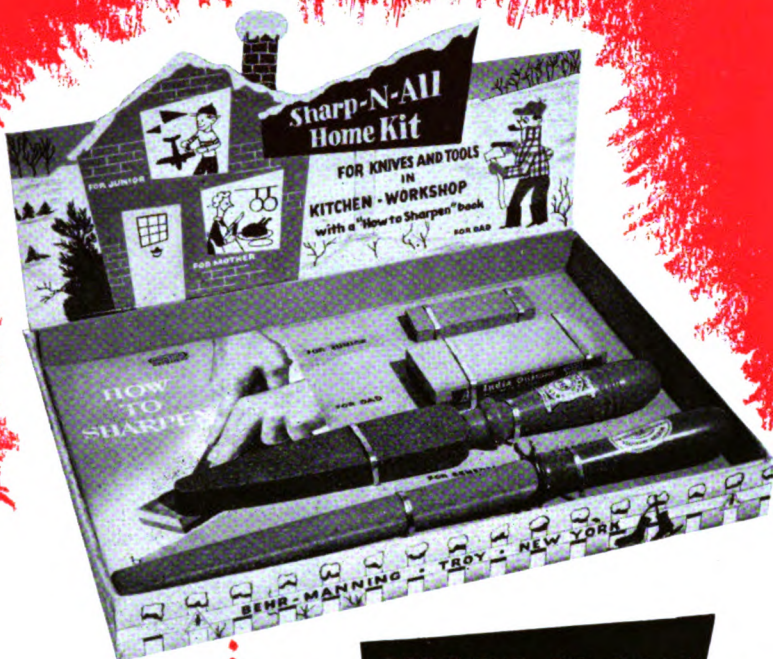


button in red plastic. Ring hanger forms the roll of the edge of the end cap and a plastic bulkhead protects the lamp and lens. *The Burgess Battery Co., Freeport, Ill.*

Air Mattress

Tuftlite air mattress for hunters or fishermen. Top and bottom sur-faces consist of two layers of strong cloth with two plies of air tight rub-ber between. Inner top and bottom layers of cloth are woven together by 84 strong threads each 3½ in. long to make each tuft. Has a 3½ in. minimum air cushion between upper and lower surfaces at all points. Equipped with Hodgman's

IT'S **NEW** ...AND EVERY HOME NEEDS IT!



The "SHARP-N-ALL" Home Kit Includes:

- One INDIA® Combination Bench Stone for Dad's workshop.
- One QUICKCUT® Knife Sharpener for Mom's kitchen and carving knives.
- One CRYSTOLON® Home and Garden Sharpener for general use.
- One CRYSTOLON Pocket Stone for Junior's jack-knife.
- The new, recently released "How to Sharpen" Booklet — 32 pages of illustrated sharpening instructions compiled by experts.

PRICE:

Retail \$2.95
Dealer Cost . . \$1.92
5 Kits per standard package

The release of the SHARP-N-ALL Home Kit is supported by timely advertisements in . . .

* Trade Mark



The **SHARP-N-ALL** Kit by **BEHR-MANNING**

Sell 4 sharpening stones instead of 1 in a vividly lithographed box of five brilliant colors. Designed for "impulse" sales—quick turnover. Has year-around gift value—a "natural" for your Holiday trade.

Complete illustrated sharpening instructions in each kit. A powerful selling aid in itself.

Contains 4 famous NORTON ABRASIVES® Sharpening Stones. No "dogs"—selected best sellers only.

ORDER A SUPPLY FROM YOUR JOBBER TODAY



BEHR-MANNING

NORTON® TROY, N. Y.
abrasives

Also Makers of Coated Abrasives

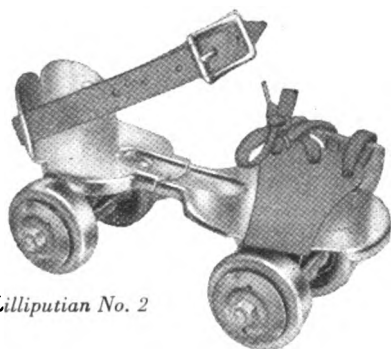


Small fry go for
Lilliputian
skates



...and so do their parents

Fast moving off the shelves of dealers as they are on the flying feet of moppets, Lilliputians are true extension sidewalk skates, especially designed for children from 3 to 6 or 7.



Lilliputian No. 2

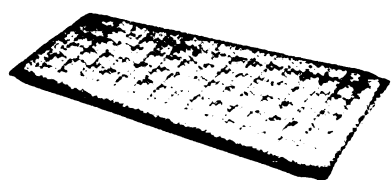
Safety for small skaters is built in: small diameter wheels (to lower center of gravity) adjust with foot plate for proper alignment on feet and good balance. Heel and toe straps hold small feet securely. Two models: No. 1, wheels mounted directly on axle; No. 2, genuine ball bearing skate.

SEE YOUR JOBBER OR WRITE DIRECT FOR SKATE CATALOG

NOW AVAILABLE
UNION
HARDWARE COMPANY
Torrington, Connecticut

1951 Catalog of Union Hardware's Complete Line of Fishing Rods... Glass, Bamboo, Steel, including a full line of Nyglax, tubular glass rods. Write for your copy today.

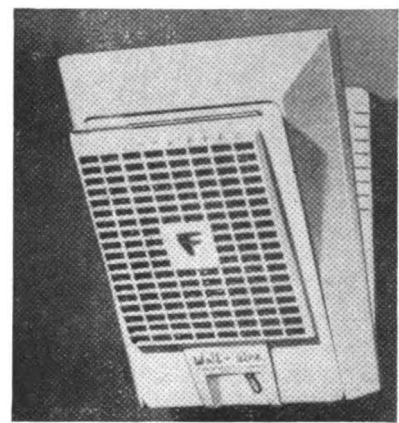
WHAT'S NEW



lock type air valve. Available 25 x 75; 32 x 75 and 50 x 75. *Hodgman Rubber Co.*, Framingham, Mass.

Wall-Aire

Fresh'nd-Aire Wall-aire panel type wall unit combines a bathroom heater, cooling fan, hair dryer and clothes dryer for hand washables. Wall-aire features a pull-out rapid



clothes drying rack. Sponge-rubber adhesive fastens its brackets against any surface. Retail: \$39.95. *Fresh'nd-Aire Co.*, 221 N. LaSalle St., Chicago 1, Ill.

Household Thermometers

The five different thermometers making up the No. A-1 assortment are individually packaged or have



24 to an assortment in a counter display. Includes 4 banjo wall, mural room, outdoor, and refrigerator thermometers and 8 oven thermometers. Retail: \$25. *The Cooper Oven Thermometer Co.*, Pequabuck, Conn.

Lunch Bag

Universal Lady Betty Lunch-Bag made of hard plastic with alligator finish. Compartment holds a



half pint vacuum bottle with matching finish and an ivory finish plastic cup. Top section holds loose change, compact and cigarettes. Bag is 9 in. wide by 9 1/4 in. high by 3 1/4 in. thick. Retail: \$5.95. *Landers Frary & Clark*, New Britain, Conn.

Toy TV Projector

Excel television projector, 16 mm movie projector, provides bright, clear pictures projected without an



extra screen. It plays real movies and has two knob control, one for picture and one for sound. Unit continuously plays a popular western melody. Runs 100 ft. reels; projects

personal movies, color or black and white. Screen similar in size to a 10 in. television type screen. Retail: \$24.95. *Excel Movie Products, Inc.*, 63 Dundee Rd., Elgin, Ill.

Pepper Mill

All-American pepper mill and solid handturned maple bowl with polished metal top adjustment dial



switching the grind from coarse to fine by the flip of a finger. Same dial used for filling. New spiral case hardened steel gears give even grind. Hand decorated and boxed individually or in sets with matching salt seller. Seven patterns available. *White Studios*, 2421 McKinney Ave., Dallas, Tex.

Dog Comb

Twingo dog comb features spring steel teeth, with rounded points. Chrome plate permits the comb to be used without rusting. Made with



either red or green handles. Packed in a counter display carton. Retail: 49 cts. *Winsted Co.*, 40 Gay St., Winsted, Conn.

Auxiliary Cartridges

Marble's auxiliary cartridges are again available. By using revolver cartridges in Marble's auxiliary

King Cotton's NEW HANDY PACK



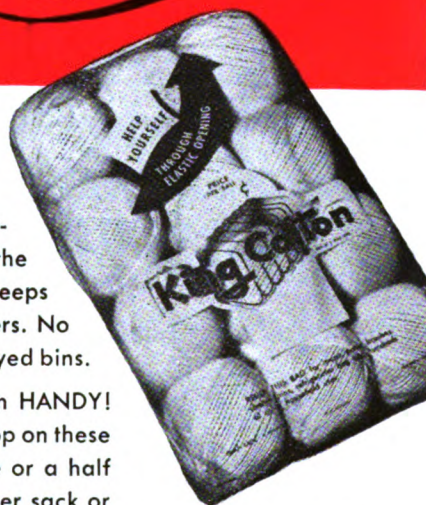
IT'S "SNAP SACK"*

And when we say NEW we mean NEW! Here's a transparent polyethylene sack that completely protects the merchandise and at the same time keeps it visibly displayed for your customers. No more need for paper sacks or disarrayed bins.

And when we say HANDY we mean HANDY! The exclusive elastic "SNAP SACK" top on these bags makes it simple to remove one or a half dozen balls. No tearing open a paper sack or cutting open a muslin bag. No exposed balls to gather dust and dirt.

Why not write for more information on the New, Handy Pack today!

*TM—Shellmar Products Corp.



King Cotton

- Sash Cord
- Clothesline
- Mason's Line
- Chalk Line
- Cable Cords
- Venetian Blind Cord
- Twine

King Cotton

REG. U.S. PAT. OFF.

CORDAGE

JOHN H. GRAHAM & CO. INC.
105 DUANE STREET • NEW YORK 8, N. Y.



A Beauty in LOOKS



And OH Such... **POWER**

Power to Make EXTRA SALES, EXTRA PROFITS

because it's America's **STAND-OUT** Flashlight Battery!

Those eye-catching Burgess zebra stripes pack a terrific sales punch for you! Designed to attract customer attention . . . carefully engineered of *only* highest quality materials, Burgess Flashlight Batteries fill the bill for fast turnover and repeat profits.

Stock Burgess Now! Cash in on the high volume flashlight battery market in your territory!

Sales-Proved, Self-Service Displays

Burgess zebra stripes have proved eye appeal—and these self-service merchandisers clinch sales on the spot. Two sizes: 12V holds one dozen cells, 48V holds four dozen—both displays designed to give mass effect in minimum counter space. Order yours!



Contact Your Distributor Today!

BURGESS BATTERIES

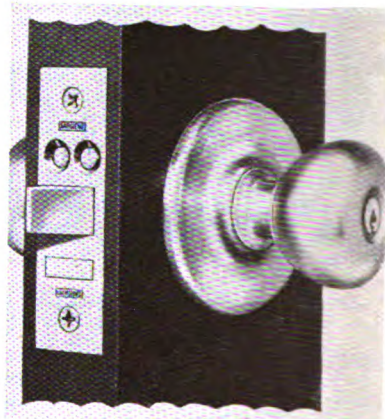
BURGESS BATTERY COMPANY • FREEPORT • ILLINOIS

WHAT'S NEW

cartridges a high-powered rifle may be used as a small game weapon. Auxiliary cartridges place the inexpensive pistol cartridges at the forward end of the shell chamber. The bullet takes rifling on being fired; does not strip and become deformed; does not lead the barrel. It is harmless to any part of the rifle. Retail: \$1. *Marble Arms & Mfg. Co., Department HA, Gladstone, Mich.*

Intergralock Line

Sargent Integralock for residential entrances is a mortise lockset with a sealed, tamperproof case offering the security of a deadbolt and a shearpin in the knob, yet requiring a small mortise. Model fea-



tures the key in knob action and is made with round or square escutcheon plates in four finishes. *Sargent & Co., New Haven, Conn.*

Bathroom Electric Heater

Westinghouse bathroom model electric heater is available in 1250-watt and 1500-watt ratings. The larger opening at the top of a chromium-plated steel grille enables improved circulation of heated air. Like other units in the line, this model adheres to the double action heating principle heating by radiation of infra-red rays. Heater is packaged disassembled in two units. All operating elements are attached to the grille which fastens to the box. Model B 1.25 C, 1250-watt model, produces heat at the rate of 4266 B.t.u. per hour; heat output rating of the 1500-watt model B 1.5 C is 5120 B.t.u. per hour. Retail: \$19.95. *Westinghouse Electric Corp., Mansfield, Ohio.*

Refrigerator Bag

Thermo Bag maintains hot or cold temperatures up to 30 hrs. Bag is 18 x 22 in. with zipper opening at top; all seams are electronically



welded. Insulation is 1 in. thick Owens Corning Aero-Core fibre-glass. Outer bag is non-scuff Walt-ide alligator pressed vinylite. The carrying handles are Walt-ide and electronically fused to the body of the bag. Retail: \$7.50. *Waltco Products*, 2300 W. 49th St., Chicago, Ill.

Jointer

A 6-in. jointer with tables 60 in. overall features hand wheels for the setting of each table. Tables are mounted on dovetailed ways, gibbed for maintaining alignment. A balanced three-knife head, 2 $\frac{7}{8}$ -in. diameter is used operating at 6000 r.p.m. 18,000 cuts per minute on life-sealed bearings. Fence is 37 by 4 in., and tilts 45 deg. Rabbing capacity, $\frac{5}{8}$ in.; with rabbing



arm support 8 $\frac{1}{2}$ in. long, extending 3 in. from the bed. *Heston & Anderson*, Fairfield, Iowa.

Odor Adsorber

Charo adsorbs garbage can odors. It contains activated charcoal. May be used for refrigerators, bread

MORE PEOPLE WILL BE

SOLD

Model G
2 H.P.



WATERBURY Portable POWER

in '51

NEW, EXCLUSIVE FEATURES MAKE WATERBURY THE NUMBER ONE TRACTOR BUY

EXCLUSIVE POWER-FLO
CLUTCH for silk-smooth
power feed.

EXCLUSIVE EASY-HITCH
for quick, simple tool
attachment.

NOTE Takes all Waterbury
tools, old and new!

THREE POWER-LOADED MODELS
TO MEET EVERY NEED.

MODEL G — 2 H.P.

For average home and
suburban gardens.

MODEL H — 3 H.P.

For estates, parks, large
commercial gardens.

MODEL R — 5 H.P.

Riding tractor high in per-
formance, low in cost.

Plus

more than 20 work-
proven attachments
to keep 'em coming
back.

in '51
MOVE AND
STAY AHEAD
WITH
WATERBURY

NATIONAL ADVERTISING TO CREATE PROSPECTS AND
LOCAL MERCHANDISING TO BRING THEM YOUR WAY!

WATERBURY TOOL DIVISION

VICKERS INCORPORATED
A SUBSIDIARY OF THE SPERRY CORPORATION
115 AURORA ST., WATERBURY 20, CONN.

IN 22,612,761 ADS
IN 1950 WE DIRECT
DAIRY FARMERS TO YOU!
You know this:

**NO OTHER
 FILTER DISC
 CAN CLAIM TO REMOVE
 MORE SEDIMENT ...**
 and yet
Perfection®
**DUBL-CHEM-FACED
 MILK FILTER DISCS**



*Cost
 Farmers
 Less!*

**EASIER TO USE
 EITHER SIDE CAN BE UP!**



Advertised in SUCCESSFUL FARMING;
 HOARD'S DAIRYMAN; PRAIRIE FARMER; THE
 FARMER; WISCONSIN AGRICULTURIST; NEW
 ENGLAND HOMESTEAD; DAIRYMEN'S LEAGUE
 NEWS; NEW ENGLAND DAIRYMAN; BETTER
 FARMING METHODS; CALIFORNIA DAIRYMAN;
 WESTERN DAIRY JOURNAL; MODERN DAIRY-
 MAN; NATIONAL COUNTY AGENT & VO-AG
 TEACHER ... and others.



**SELL 300 AT A
 TIME • BETTER
 PROFIT FOR YOU
 and BETTER DEAL
 FOR YOUR TRADE**

Also Sell
Perfection
SANIT-AIDS
 Sanitary Cleaners
 WRITE FOR SAMPLES

SCHWARTZ MFG. CO., Two Rivers, Wis.
AMERICA'S FOREMOST MANUFACTURER OF
SANITARY FILTERING AIDS FOR DAIRYMEN

WHAT'S NEW

boxes and musty closets. Operates efficiently for from 4 to 6 months. *Requa Mfg. Co., Inc., Brooklyn 16, N. Y.*

Dust Mop

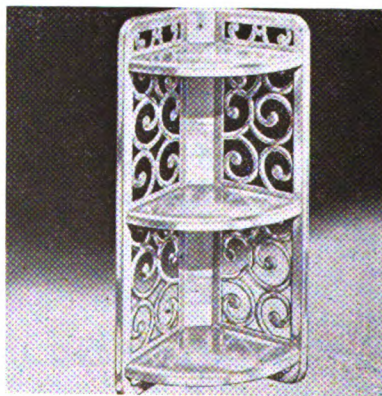
Snooper dust mop permits user to dust beneath and about furniture without stooping due to the S



shape of the handle. Mop features 4-ply washable yarn head; rubber hand grip to eliminate sliding or falling from wall; and life-time guarantee on handle. *U. S. Mop Co., Waterloo, Iowa.*

Plastic What-Not Shelf

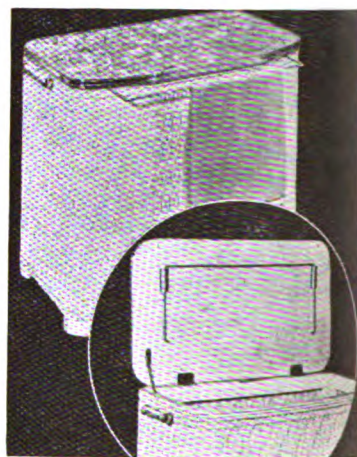
Lustro-Ware what-not shelf features pierced design finished in decorators' colors. Shelves may be



mounted easily to flat surface, singly or in pairs as well as corner positioning. Circular front shelves are 7 x 4 1/4 in., overall height 13 1/2 in. Retail: 79 cts. *Columbus Plastic Products, Inc., 1625 W. Mound St., Columbus, Ohio.*

Burlington Hampers

Aristocrat and Majestic hamper line, new to Burlington, features the disappearing 16 in. chrome plated towel bar. Majestic series is made with hexagonal front styling and a safety cover support. Vel-Vo interior finish makes hamper snag-proof. Aristocrat hampers feature the Vel-Vo interior, safety cover support, Pyralin top and fibre weave



design. Available also with all-chrome lid. *Burlington Basket Co., Burlington, Iowa.*

Humidity Indicator

Pocket-size humidity indicator with both housing and relative humidity slide rule calculator of Vinylite plastic rigid sheet. Housing protects two thermometers which work on the wet and dry bulb principle. Humidity indicator measures 5 1/8 in. long by 1 1/4 in. wide by 5/8 of an in. deep. It can be fastened to a wall with a wick and small water jar to keep wet-bulb wet. Retail: \$8. *Tagliabue Instruments Division.*



Weston Electrical Instrument Co.,
514 Frelinghuysen Ave., Newark 5,
N. J.

Tray Set

Foursome individual tray set features lithographed designs that hold their color despite spilled beverages and repeated washings. Pat-



terns are: Deer, Beauty Rose, Rodeo and Provincial. Retail: \$4.50. Nesco, Inc., Chicago, Ill.

Coleman Lantern

Coleman new model 200 lamp has a larger fuel capacity than the 242. It assures 8-10 hr. of continuous service. Larger filler plug simplifies filling; heavy pump brings up the pressure more quickly and easily. Burner combustion chamber is formed from brass tubing, lighter in weight than the casting used for same purpose in model 242. Lamp has a single-air tube, therefore it throws no shadow. Equipped with a red porcelain ventilator top. The Coleman Co., 250 N. St. Francis St., Wichita, Kan.

Subsoiler

Deep-tillage subsoiler will penetrate up to 18 in. in depth. Implement is easily attached to the Ferguson system linkage and working depth is adjusted from the seat of the tractor by finger tip control. Features a caster and spring mount-



COBURN®

Sliding Door Hardware



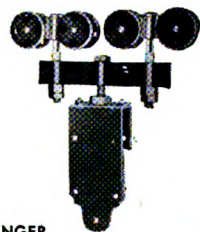
Coburn #500 Swing-Over Garage Door Hardware Set . . . furnished in a complete package, ready for easy installation.



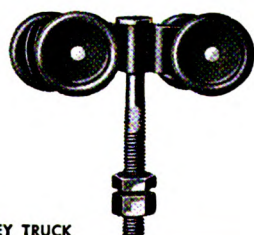
DOOR TRACK



LIGHT HANGER



HEAVY HANGER



TROLLEY TRUCK

...FOR INCREASED SALES OPPORTUNITIES

You increase your opportunities for profitable sales when you handle Coburn Sliding Door Hardware. That's because Coburn enables you to offer prospects a *complete line* of hardware for doors of all the following types: Garage, barn, straight-sliding, overhead, sliding-folding, around-the-corner, roundhouse, fire, folding partition and accordion doors.

For complete information on fast-selling Coburn Hardware write for catalog #200.

COBURN PRODUCTS



A Product of WICKWIRE SPENCER STEEL DIVISION OF
THE COLORADO FUEL AND IRON CORPORATION

Sales and Engineering — 56 Sterling Street, Clinton, Mass.

Executive Office — 500 Fifth Avenue, New York 18, N. Y.

Sales Offices — Atlanta • Boston • Buffalo • Chicago • Denver • Detroit • Philadelphia

Pacific Coast — The California Wire Cloth Corp., Oakland 6, Calif.

WHAT'S NEW

**TWO
STEPS TO
SMOOTHER
PROFITS!**

- ① FAST-SELLING
ROYAL
JOINT FASTENERS
- ② SELF-SELLING
ROYAL
DISPLAYS

**42 WAYS TO PROFITS!
ALL-INCLUSIVE SIZES!**



**HERE'S THE SMART
SALES-STIMULATING
COUNTER DISPLAY!**
Red, Blue, and White display holds
10 boxes, packed 50 or 100 per box

**HERE'S THE MASTER
CRAFTSMAN'S CHOICE**



Divergent corrugations, saw style, drive across
or with grain. Available in tempered cold rolled
steel, galvanized and solid brass.

DEPTH: 1/4", 3/8", 1/2", 5/8", 3/4", 7/8", 1"

CORRUGATIONS: 2, 3, 4, 5, 6, 7, etc.

—SPECIAL SIZES TO ORDER

IN BULK: In kegs of 50 or 100 lbs., and car-
tons of 500 or 1000.

Most Popular Wood Joiner—



—For Everyone!

NOW NATIONALLY ADVERTISED!
See your jobber — or write direct!



*REG. U. S. PAT. OFF.

Independent Metal Strap Co., Inc.
ESTABLISHED 1907
232 Third St., Brooklyn 15, N. Y.

ed coultter disc with three possible adjustments for depth control. Coulter cuts trash and keeps the high carbon steel beam clear of debris that may tear out sod during pasture renovation. Front surface of beam is rounded; reversible tooth is made of high carbon steel. *Harry Ferguson, Inc.*, 3639 E. Milwaukee Ave., Detroit 11, Mich.

Plastic Bottle Cap

E-Z-Por plastic bottle cap is self-opening and self-closing. It fits refrigerator water bottles, juice, iced



tea, distilled water bottles. Magic flipper shuts tight when bottle is upright. Seals out refrigerator odors. Counter card displays 12 caps. Also packed six dozen, one gross and three gross to the shipping carton. Retail: 25 cts. *E-Z-Por Mfg. Co.*, 7516 N.W. 7th Ave., Miami, Fla.

Ice-Control Product

Saif Ice-Master chemically impregnated wood flakes firmly attach themselves to the surface of the ice or snow. Ice-Master is made to combat winter accidents by destroying the slippery quality of packed snow and ice, and not to melt them away. It is non-abrasive, non-injurious, non-poisonous. A pound, spread by hand, is sufficient to cover an area 100 sq. ft. or 33 running ft. of sidewalk. Two pound box retail: 49 cts. *Normandy Chemical Corp.*, Muskegon, Mich.

Fluorescent Lamps

Deluxe warmtone and deluxe cool white fluorescent lamps are now available in all standard wattages and sizes and in all Slimline sizes. Although both new lamps have more of a red component and thus slightly lower efficiencies than either the standard warmtone or standard cool

white tubes, they have the same qualities and outside appearances as their basic sources and may be used in combination with them. *Sylvania Electric Products, Inc.*, 500 Fifth Ave., New York City.

Chimney Cleaning Brush

Collapso, chimney cleaning brush is a steel-bladed type that collapses to insert in the flue opening. When the brush reaches the top it opens and cleans the chimney as it is pulled down. Available in two sizes, one for lined chimneys and pipes up to 7 in. and another for larger chimneys. Retail: \$4.95. *Flour City Brush Co.*, Minneapolis, Minn.

Unit-Load Band Dispenser

Stationary and portable models of a new dispenser for Unit-Load band. Both hold and cut to length; one or two coils of Unit-Load band used to reinforce shipping containers and brace carload shipments. Bands cut in single low-effort downstroke of the 30 in. hand level. Any two coil combination of 3/4, 1 1/4 or 2 in. band in all thicknesses can be handled by the dispenser. Portable model is equipped with towing handle and hooded rubber casters. *Acme Steel Co.*, 2840 Archer Ave. Chicago 8, Ill.

Tiny Ike Lure

New smaller size Lazy Ike for fly rod fishing, the Tiny Ike. Swims with minnow action upon the slowest movement making special rod



manipulations unnecessary. Lure weighs 1/15th of an oz. and is 1 1/2 in. long. *Kautzky Mfg. Co.*, Fort Dodge, Iowa.

(Resume reading on page 13)

TO HELP YOU SELL

New Displays and Other Dealer Sales Helps

(Continued from page 13)

wrappers. Container has
and name with complete instruc-
ns for use, a panel for store
cing and reminder copy for tie-
products. Ends of package open
show color and texture of sponge.
Cel-O-Inc., 1200 Magard St., Buf-
lo 13, N. Y.

as Range Promotion

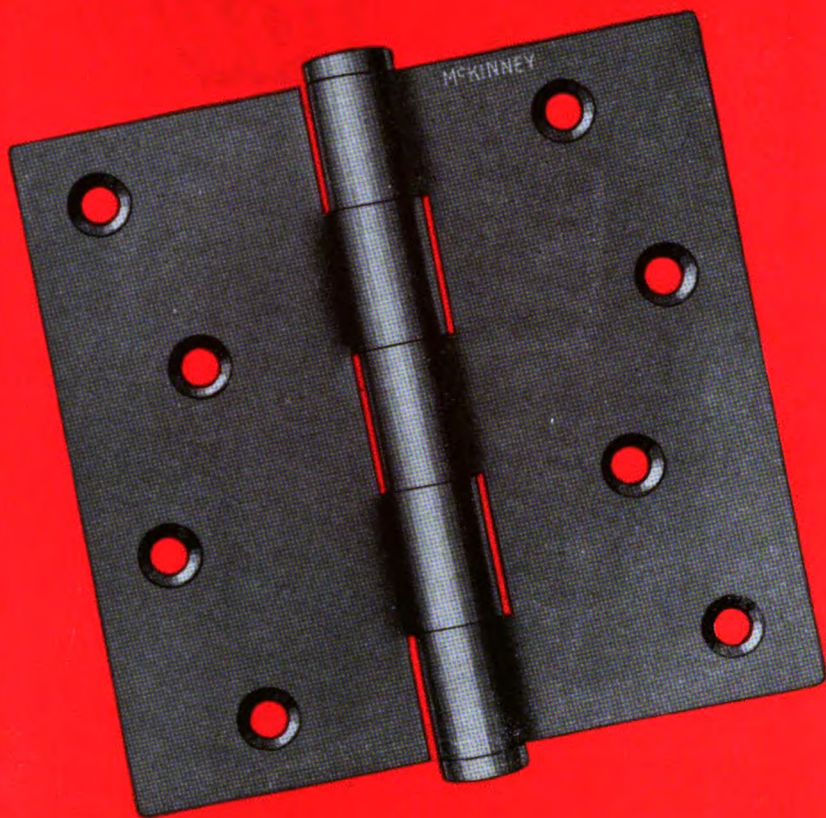
Dream theme provides selling
py for Acorn and Oriole gas
nges. Window and counter dis-
ays, direct mailing pieces as well
magazine and newspaper ads



Feature a sleeping lass with the
range of her dreams illustrated.
Window and counter displays fea-
ture a flasher arrangement which
synchronizes the opening of one eye
of the girl with appearance of the
range in a dream cloud. *Perfection*
Stove Co., 7699 Platt Ave., Cleve-
land, Ohio.

Remote-Control Wiring

An eight-page, non-technical
booklet on G. E. remote-control
wiring, written for the consumer.
This booklet, No. 1b-330, gives a
picture story on the convenience,
safety, and economy of this new
wiring method. A simple explana-
tion of how low-voltage remote-con-
trol wiring works, as well as large,
clear illustrations of the different
types of wall switches, the master



BUTT HINGES

*Quality
Hardware
Since 1865*

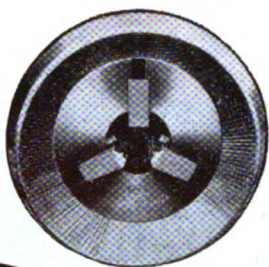
MCKINNEY

MANUFACTURING COMPANY

1400 Metropolitan St., Pittsburgh 33, Pa.



Only
OSTER
offers
you...



"Auto-grip"

the new
automatic
gripping
front chuck



STANDARD EQUIPMENT

ON THE OSTER

"Pipe Master"
THREADING MACHINE

Top speed for chucking plus top speed for threading means low costs and more profit to YOU on every pipe job.

That's what you get with the Oster "Pipe Master" and it's new "AUTO GRIP" speed chuck. Here's how it works:

Operator spins handwheel until chuck jaws strike pipe. Then he starts the machine. The chuck's jaws take hold INSTANTLY!

The TOUGHER the pull—the TIGHTER the grip. It's all grip and no slip with "AUTO-GRIP".

Better get all the facts NOW! Write:

THE OSTER MANUFACTURING CO.
2028 EAST 61ST STREET • CLEVELAND 3, OHIO

NOTICE

To Present Owners of Oster No. 422 POWER VISE STANDS

You can equip your machine with the new "AUTO-GRIP" speed chuck!

Liberal allowance on your present chuck. Ask your Oster Distributor or write us.

OSTER

TO HELP YOU SELL

control switch, triple outlets, and other components, is also included. General Electric Co., Construction Materials Department, Bridgeport, Conn.

Cooleration Promotion

Coolerator offers a Halvorson Christmas tree 42 in. high and dinner free to each purchaser of a range, refrigerator or freezer. The



Christmas trees are packaged in a gift package, complete with ornaments. Dealer cost for tree, \$3.95, for cellophane holiday wraps, refrigerator, \$1.55, range, \$1.50, promotion banner, 3 x 6 ft., \$1.50, poster with easel in two colors, 22 x 28 in., 75 cts., and Christmas promotion ad mats, in 3, 4, and 6 column sizes, without cost. Coolerator Co., Duluth, Minn.

General Mills Promotion

A broadside mailing including a reproduction of the color magazine advertisement that may be clipped for store display use has been sent to dealers to acquaint them with General Mills Christmas advertising package. General Mills, Inc., 400 Second Ave., S., Minneapolis, Minn.

Keystone Steel Film

The Shadow of a Pioneer, a 22 minute 16 mm black and white sound film, depicts the progress of the men and women in Keystone Steel & Wire Co., Peoria 7, Ill. Includes scenes of the steel and wire making process through open hearth furnaces, rolling mills, wire

drawing and fabricating to produce woven wire fences. Film available free, except for shipping costs, from Venard Organization, Peoria 2, Ill.

Plastics Packaging

"Guide to Improved Packaging with Bakelite & Vinylite Plastics," booklet cites the features of using various forms of the materials 21 different ways in packaging and display. Properties of the specific form of each or resins employed are listed with each application. Copies available from Bakelite Division, Union Carbide & Carbon Corp., 300 Madison Ave., New York City 17.

American Mfg. Calendar

American Mfg. Co.'s, 1951 calendar is available upon letterhead request while supply lasts. Illustration is the W. R. Grace, the original painting of which was done by Charles Rosner. The clipper ship W. R. Grace, named after the major of New York City was built in 1873, in Bath, Me. The ship made 12 passages from New York and Baltimore to California via Cape Horn. She averaged 136 days on the New York to San Francisco run. American Mfg. Co., Noble & West Sts., Brooklyn 22, N. Y.





Safety Goggle Display

Three color counter display carton features the mounting of actual safety goggles on a raised cut-out over. Carton holds 12 red and yellow boxed pairs of goggles with three different types of lenses. Flood Safety Products Co., 3035 W. Lake St., Chicago 12, Ill.

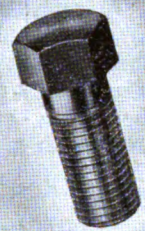

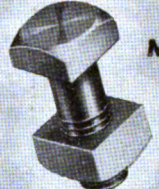

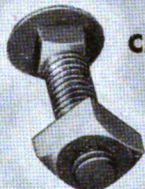
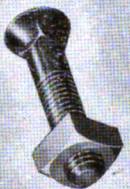
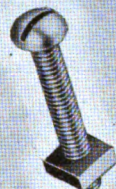

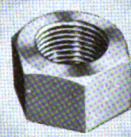

Sunset Line Catalog

To give fishermen an over-all preview of its fishing lines, Sunset has issued a pocket-size accordion pleated 1951 catalog to be distributed by dealers. This consumer catalog features the new label design. Inside pages are sprinkled with cartoons and two pages are devoted to telling of the 1951 Liars Contests and an entry blank. Sunset Line & Twine Co., Petaluma, Cal.

Boxed Garden Tools

Gardex Midget boxed garden tool sets for holiday buying. MS 700 set includes a Cutli-Spade, a spading fork, trowel, and transplanting trowel. MS 701 has a trowel, a transplanting trowel, Cutli-Hoe, and a Dibble. MS 702 consists of a trowel, a transplanting trowel, a rake, a Culti-Hoe and a Dibble. Also available is the Three Gardeners, a boxed set of three tools; floral rake, 3-prong cultivator and hoe with hang-up board and three mounted Gardex hang-it hooks. Tools are of same Gardex quality



 <p>CAP SCREWS Sizes to 1" x 8"</p>	 <p>SET SCREWS Sizes to 3/4" x 4"</p>
 <p>MACHINE BOLTS Sizes to 1" x 60"</p>	 <p>STEP BOLTS Sizes to 1/2" x 6"</p>
 <p>CARRIAGE BOLTS Sizes to 1" x 60"</p>	 <p>PLOW BOLTS Sizes to 3/4" x 20"</p>
 <p>STOVE BOLTS Sizes to 1/2" x 6"</p>	 <p>LAG BOLTS Sizes to 3/4" x 20"</p>
 <p>SEMI-FINISHED NUTS Sizes to 1 1/4"</p>	 <p>CASTELLATED NUTS Sizes to 1 1/4"</p>

Write today for catalog and wall chart for easier ordering



THE TRIPLEX SCREW COMPANY
5317 GRANT AVENUE • CLEVELAND, OHIO



TRIPLEX for TOUGHNESS
CAP AND SET SCREWS • BOLTS • NUTS AND RIVETS



**A Merry
Christmas**

and a

Happy New Year

to you

and

Yours

May We Say

THANK YOU

SUPERIOR FASTENER CORP.
2949 Elston Ave. Chicago 18, Ill.



LIFE-TIME®
ALLOY STEEL
WRENCHES

Order From Your Wholesaler

BILLINGS®

THE BILLINGS & SPENCER CO.
Hartford 1, Conn., U. S. A.

TO HELP YOU SELL

but lighter and smaller, 45 in. long including 42 in. handles. Retail: \$3.95. *Gardex, Inc.*, Michigan City, Ind.

Wiring Equipment Display

Woodhead metal merchandiser No. 20 for its wiring equipment line. Unit has 11 metal divided bins, is 15 x 17 x 20 in., and lithographed in three colors. The merchandiser is free with the purchase of the following assortment: 20 No. 1400 Safeway rubber plug cap, parallel; 10 No. 1404 rubber plug cap, cord grip; 10 No. 1500 rubber connector, parallel; 10 No. 1502 rubber connector, cord grip; 5 No. 600 Watertite rubber socket; 5 No. 700 Protex rubber key socket, 7/16 in. cord hole; 5 No. 710 Protex rubber socket, 7/16, cord hole,



10 No. 1420 Protex Jr. rubber plug cap, 5/16 in. cord hole; and 10 No. 1421 Protex Jr., rubber plug cap, 7/16 in. cord hole. Retail: \$61.00, dealer cost, \$39.65. *Daniel Woodhead Co.*, 15 N. Jefferson St., Chicago, Ill.

Irrigation Booklet

"More Income Per Acre With Portable Sprinkler Irrigation" tells how farmers are obtaining extra profits from their land in 12 pages. Explains how farmer can have crop insurance with a sprinkler system. Various types are described. Farmer told how to get a proper layout for his conditions. *Reynolds Metals Co.*, 2500 S. Third St., Louisville, Ky.

Ammunition Wall Charts

Charts are made of heavy paper and printed in full color. They picture and describe the entire line of



sporting cartridges and shotshells made by each of the two companies. Each chart has four pages with the ammunition pictured on the front with accompanying ballistic data and other information printed on the reverse side. Chart measures 11 by 23 in. Western chart has a blue background and the Winchester, yellow. *Western Cartridge Co.*, and *Winchester Repeating Arms Co.*, divisions of *Olin Industries, Inc.*, East Alton, Ill.

Plastic Packed Lines

Twin-Pak consists of 50 yds. of Newton's Airline, Mist and Camouflage nylon casting lines on an individual spool as a single all-plastic re-use unit, two connected for 100 yd. sales. Each pack divided into three sections for flies, sinkers, hooks, leaders, snaps. Transparent snap lid fits over each plastic base. *Newton Line Co.*, Homer, N. Y.



Steel Fastener Display

Chevrons, hardened steel fasteners for wood miter joints are packed in a display, 12, 29 ct. boxes to a carton. Dealer receives a three color



counter card with an easel. Mounted on the card is an actual wood joint held together with four Chevrons. Also packed in boxes of 100 and 1000. *E. B. Packard Co., Inc.*, 139 Cedar St., New York City 6.

Warp Calculator

Warp window material price calculator is made of paper board, punched at the top so it can be fastened to dispensing rack. Dealer or customer can determine the cost of the material for lengths from one to 75 ft. Reverse side of unit has square footage chart for use in selling screen cloth. This gives the number of square feet in the standard sizes of screen cloth in any lengths of one to 75 ft. *Warp Bros.*, 1100 N. Cicero Ave., Chicago 51, Ill.

Doo-Klip Display Stand

All metal display stand for Doo-Klip lawn and garden tools. Stand is free with display package consisting of: Six No. 1 standard grass shears, four No. 2 long handle grass shears, three No. 4 Snip-Itt Jr., grass shears, three No. 5 pruning shears, and three No. 6 hedge shears. Dealer cost, \$30.18, retail: \$50.30. *The Lewis Engineering & Mfg. Co.*, Alliance, Ohio.

Washer Promotion

A colorfully illustrated endless belt revolves through the wringer rolls of a General Electric washer to point up major sales and product features of the appliance. Plastic belt is 8 in. wide and 6 ft. long.

Secured in position on a washer by two clamps. Available for \$1.25. *General Electric Co.*, 1285 Boston Ave., Bridgeport 2, Conn.

Glove Promotion Aids

Newspaper mats promoting Jersey glove sales, and display and selling hint folder available to dealers. *The Boss Mfg. Co.*, Kewanee, Ill.

Wire Rope Catalog

Roebling's catalog on wire rope for excavating equipment. Features under the heading of recommendations, actual recommendations for specified usages. Included also is the wire rope code. *John A. Roebling's Sons Co.*, Trenton 2, N. J.

Packaging Encyclopedia

1951 Modern Packaging Encyclopedia, 22nd annual edition of industry's standard workbook on the materials and methods of scientific packaging, contains 945 pages with flow charts and photos as well as text. Available at \$3 per copy. Included is a buyers' directory containing complete listings of all known sources of supply for packaging services, materials and equipment. *Modern Packaging Encyclopedia*, 122 E. 42nd St., New York City 17.

Packaged Shim Stock

Cello-wrapped carton of mirror bright type 302 spring temper stainless steel. Selection of sizes included in this new Precision Band line are from .001 to .031 in. in



thickness and the standard size selected is 6 x 50 in. *Precision Steel Warehouse, Inc.*, 4401-25 W. Kinzie St., Chicago 24, Ill.

(Resume reading on page 14)

10 Reasons why ALUMALLOY TURNBUCKLES are better

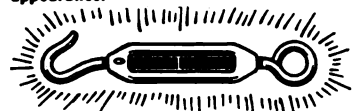


1. ALUMALLOY bodies with steel hooks and eyes do not corrode and freeze as iron bodies do; ALUMALLOY remains a turnbuckle.

2. All hardware type turnbuckles are only as strong as the hooks and eyes. ALUMALLOY castings will not strip threads or break before hooks or eyes open on pull test.



3. ALUMALLOY castings are tumbled and polished after machining for improved appearance.



4. ALUMALLOY is light in weight, saving 40% for both distributor and dealer in freight charges.

5. Thread size is cast into ALUMALLOY body for easy identification.



6. ALUMALLOY turnbuckles are packed one dozen in strong, attractive, easy-to-identify box.

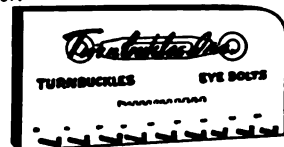


7. ALUMALLOY turnbuckles are distributed only through recognized hardware distributors on a strict jobber policy.

8. ALUMALLOY turnbuckles are unit packed in one, two and three gross shipping containers for easier handling and checking.



9. Attractive ALUMALLOY turnbuckle display panels are available (over 50,000 now in use).



10. ALUMALLOY turnbuckles offer a better product at fair prices.

Turnbuckles
TURNBUCKLES, INC.

BOX 333, MICHIGAN CITY, INDIANA
FACTORY: GRAND BEACH, MICHIGAN



Both Boards Approve 3M's— Carborundum Co. Merger

The proposed merger of the Carborundum Co., Niagara Falls, N. Y., and the Minnesota Mining & Mfg. Co., St. Paul, Minn., has been approved by the respective boards of directors of the two companies at separate meetings held Nov. 30. The merger will be submitted to the stockholders of the two corporations in January.

Under the merger, Carborundum would cease to exist as a separate corporate entity but would be operated as an independent and autonomous unit of the 3M's, according to William L. McKnight, board chairman of the 3M's.

The Carborundum Co., was founded in 1891 by the late Dr. E. G. Acheson, its name derived from the trade-mark which Dr. Acheson applied to silicon carbide. Silicon carbide and aluminum oxide, also an abrasive, are among the company's principal prod-

ucts. Also it makes finished abrasive products as grinding wheels, sharpening stones and coated abrasives. Carborundum has plants at Falconer, N. Y.; Perth Amboy, N. J., and Vancouver, Wash. Its subsidiaries include: Canadian Carborundum Co., Ltd.; Carborundum Co. Ltd., Manchester, England; the Arendal Smelteverk, Eydehavn, Norway; and the Deutsche Carborundum Werke, Dusseldorf, Germany.

Minnesota Mining was organized in 1902. Its abrasive manufacturing program was launched in 1905. Among its most recently announced new abrasive lines is 3M home workshop sandpaper, Scotch brand cellophane tape is also made by the 3M's. Registered trade marks include Scotch, for pressure-sensitive tape, Wetordry, Scotchlite and Safety-Walk.

R. M. Oliver, general merchandise manager, Landers, Frary & Clark, was elected vice chairman of the section. He will also serve as chairman of the sales promotion committee.

Plans for an Electric Housewares industry-wide spring season promotion are expected to be announced shortly.

Also M. M. Feaman, manager, water heater and kitchen utilities department, electric appliance division, Westinghouse Electric Corp., was elected chairman of the household sink units section of the NEMA. C. J. Enderle, manager, electric sink and cabinet division, General Electric Co., was elected vice chairman.

ROBBINS & MYERS NAMES FAN SALES DIRECTOR

Robbins & Myers, Inc., Springfield, Ohio, has announced the appointment of



KEITH M. SPURRIER

PLAS-TEX CORP. ELECTS JAYNE VICE-PRESIDENT

The appointments of Joseph M. Jayne as vice-president and Frank Segreti as assistant treasurer were announced by The Plas-Tex Corp., Los Angeles, Cal.

The plant at the present time is working at full capacity. Many new items in the housewares field are to be marketed in the near future.

Keith M. Spurrier as sales manager of the fan division, which is now located in Memphis, Tenn.

Mr. Spurrier was formerly engaged in sales and sales promotion work for Hunter Fan & Ventilating Co., a wholly owned subsidiary of Robbins & Myers that operates as a separate organization.

WINCHESTER AID TO ADVERTISING HEAD

Frederick D. Voorhees has been appointed assistant to the advertising manager of

Winchester Repeating Arms Co., division of Olin Industries, Inc., East Alton, Ill.

Mr. Voorhees will be co-ordinator on special projects in the advertising department. He joined the Winchester sales department in April of this year.

During 1948 and 1949 he served as vice president and general manager of the Teddy Bear Slide Ski Corp., at West Yellowstone, Mont. Mr. Voorhees was a member of the AAF during the war.

ELECTRIC HOUSEWARES SECTION DIRECTOR

Gordon T. Ritter, director of sales, electric housewares division, Arvin Industries, Inc., was elected chairman of the electric housewares section.



FREDERICK D. VOORHEES

Silex Co. to Manufacture and Sell Fresherator Refrigerator Containers

The completion of a program under which The Silex Co., Hartford, Conn., will take over the exclusive manufacture and sale of the Fresherator line, was announced by M. G. Smith, president of The Silex Company and J. E. Dunning, president of Home Containers Corp.

Fresherator is a line of vacuum sealed refrigerator containers.

The combination of the Fresherator line and the re-

cently introduced Mixie unit, designed for mixing, aerating, storing and serving various liquid food products, marks the entry of Silex into the field of food storage.

Both the Silex Fresherator and the Silex Mixie are available for immediate delivery and will be merchandised through the same channels and under the same sales policies as have applied to Silex coffee makers and Silex steam irons.

MBER 14, 1950

OTTERSON HEADS PETERS AMMUNITION SALES

John H. Ottersson has been named successor to George C. Ambert, who has retired, as

to the assistant director of sales to William H. Foster, Jr.

Mr. Foster will be succeeded as manager of the trade analysis section by William J. Dougherty, C. Gerard Peterson, in addition to his present assignment as manager, law enforcement officers promotion will handle trap and skeet promotion, formerly covered by Mr. Foster.

J. T. LLOYD OCCUPIES NEW BUILDING

J. T. Lloyd Co., hardware wholesalers, formerly located at 309-311 Louisiana St., Little Rock, Ark., is now occupying its new building at 620-622 East Markham St. The building has completely modernized offices, salesroom and warehouse. The warehouse has 60 ft. of dockage on railroad tracks for handling carload merchandise and 50 ft. of dockage for the convenience of truck lines. The warehouse has conveyer and elevator service to handle incoming and outgoing merchandise and complete fluorescent lighting on three floors. The company is now marking its 62nd year.



JOHN H. OTTERSON

manager, Peters ammunition sales. Mr. Ottersson's former position as special assistant on ammunition sales will be handled by Harold W. Engstrand.

Paul Hickman was appointed manager of the industrial tool division, relinquishing his present assignment as special assistant

Corpus Christi Building New Warehouse With Showrooms

Corpus Christi Hardware Co., wholesalers, Corpus Christi, Tex., has started construction on a quarter-million dollar warehouse with offices and showrooms on a six acre tract at Baldwin Bldg. and Highway 44, next to the Texas - Mexican railway tracks, Corpus Christi.

This building will consolidate under one roof the main office and all but one of the five wholesale branches now occupying separate warehouses. The one story structure will contain 119,000 sq. ft. of floor space, including 16,000 sq. ft. of office and showroom space on two levels. Hardware, electrical and plumbing supplies will be displayed in three showrooms at the main entrance. The floor above will house the general offices. The concrete floor of

the warehouse will be elevated on a fill to boxcar level. Adjacent to the building a large pipe yard will be enclosed with a cyclone fence to be paved for parking.

The company was established in 1906 by Edwin F. Flato president, and his associates as a retail business. A retail branch was erected soon afterward. In 1920 the warehouse at 99 S. Broadway, present headquarters, was built for the wholesale operations. Other warehouses since acquired, will be leased after the new plant is in full use in July. The company employs 50 sales representatives covering an area north to Austin, east to Houston including the Rio Grande Valley. Oscar Koepke is vice-president and general manager of the company.

HOPKINS TO EXPAND PRODUCTION PLANS

Lawrence McPhaden, president of L. Hopkins Mfg. Co., was host to his national sales organization at Erie, Pa., recently.

Discussions at the event highlighted the company's proposed plans for expansion of production facilities and an accelerated sales program for the coming year. The international situation permitting, Mr. McPhaden said, construction of new buildings and added capacity to manufacture items at the North Girard, Pa. plant are expected to begin in early spring.

A group of more than 30 sales representatives and key men in the Hopkins organization heard Bob Young, sales manager, unfold plans in a stepped-up drive for greater

sales. The group also had a preview of a new, deluxe six-caster play yard which is expected to make its debut in the company's line early in 1951. Items changed include a redesigned series of doll bassinets, play yard changes and others. Awards were made to Al Cohen, Philadelphia, Pa., representative, Seymour Polster, Florida representative and Wallace Kulczyk, New England representative, for outstanding achievements in sales during the past year.

AUTOMATIC PRODUCTS NOW A-P CONTROLS

The Automatic Products Co., Milwaukee, has announced a change in the name of its corporate title. The company will now be known as the A-P Controls Corp.

Plomb Tool Appoints Lawrence Rich Vice-President, General Sales Head

Lawrence M. Rich has been named vice-president and general sales manager of the Plomb Tool Co., Los Angeles, Cal. In this capacity, Mr. Rich directs all sales and related activities for Proto tools. He also supervises the sales operations of the company's subsidiaries.

Mr. Rich joined the company in 1929 and was eastern sales representative until 1932. He then served the Marlin-Rockwell Corp. for eight years as New York branch manager. From 1946 to 1950 he was director of sales of

Durkee-Atwood Co., Minneapolis, Minn.



LAWRENCE M. RICH

Split Ingersoll Steel Division Into Ingersoll Products and Ingersoll Steel Divisions

The separation of the Ingersoll Steel Division of Borg-Warner Corp., 310 S. Michigan Ave., Chicago 4, Ill., into two distinct and independently operated manufacturing units was announced following a meeting of the division's board of supervisors.

One unit, to be known as the Ingersoll Steel Division, with steel mills at New Castle, Ind., will be headed by Harold G. Ingersoll as president and general manager.

The other division, with plants in Chicago and Kalamazoo, Mich., will be directed by Robert S. Ingersoll as president and general manager, bearing the name Ingersoll Products Division.

Roy C. Ingersoll, who became president of Borg-Warner last April, had been president of the Ingersoll Steel Division since its incorporation into Borg-Warner in 1929.

Stephen L. Ingersoll has been elected vice president and treasurer and A. P. Zet-



HAROLD G. INGERSOLL

terberg, vice president and secretary, of the new Ingersoll Steel Division.

Other newly elected officers of the Ingersoll Products Division are: J. A. White, vice president and Chicago works manager; R. A. Anderson, vice president and Kalamazoo works manager; W. K. Eaton, vice president in charge of sales; A. P. Zetterberg, secretary; and H. A.

Schmeal, treasurer and assistant secretary.

The New Castle, Ind., unit comprises steel melting and rolling mills which produce specialty alloy steels for farm implement discs, saws and shovels, soft center plow steels, high speed hack saw steels, and solid and clad stainless sheets. The Ingersoll Products Division's Chicago plant makes farm implement discs and parts, truck wheel discs, washing machine tubs, steel sinks, bathtubs and heat-deflecting screens. Among the products of the Kalamazoo plant are domestic warm air furnaces, automobile body stampings and forgings, agricultural implement parts, and storm windows.

RIBAND DIRECTS PHILCO ACCESSORY BRANCH

Herbert N. Riband, who has been with Philco for 14 years, has been appointed general manager of the accessory division, it was announced recently by John M. Otter, vice president and general sales manager of Philco Corp., Philadelphia. At the

same time, the appointment of Clare Courtney, a veteran of 21 years of experience with the company, as sales manager of the accessory division was also announced.

Mr. Riband, who has been sales manager of this division for the past year, joined the company in 1936 and has held positions of increasing responsibility.

Mr. Courtney, who joined Philco's engineering department as a factory engineer in 1929, was made service manager of Philco Distributors, Inc., Philadelphia, the company's wholesale organization, in 1935.

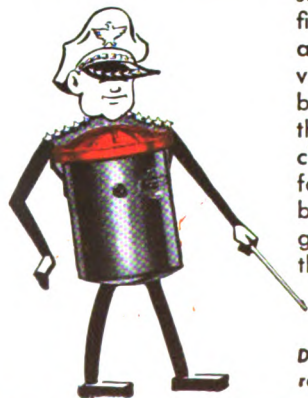
YALE & TOWNE DIRECTOR

Foye F. Staniford, president of the Westchester Surface Ways, Inc., Mt. Vernon, N. Y., was elected a director of the Yale & Towne Mfg. Co., Stamford, Conn., succeeding the late Joseph A. Horne of Stamford. Mr. Staniford formerly was vice president and a director of Mack Trucks, Inc., and president of its subsidiary Mack International Motor Truck Corp.

All Wool Felt for Greater Efficiency USE ONLY *General Filters* CARTRIDGES

Over a million users of General Fuel Oil Filters are proof of their greater efficiency. To retain peak efficiency, be sure you install a genuine General Filters replacement cartridge at least once each season.

Only General Filters gives you an all-wool cartridge which is impervious to water. Their "step back" design provides far greater surface area and consequently faster dirt absorption. The chemically treated, fine-mesh, wire-screen center core acts as a secondary filter and prevents any lint from getting to the burner nozzle. The uniformity of the felt eliminates any chance of channeling. Designed especially for gravity or pressure fuel oil burners, only GENERAL Filters gives you all these features. Get the best—they cost no more.



GENERAL FILTERS SAYS:

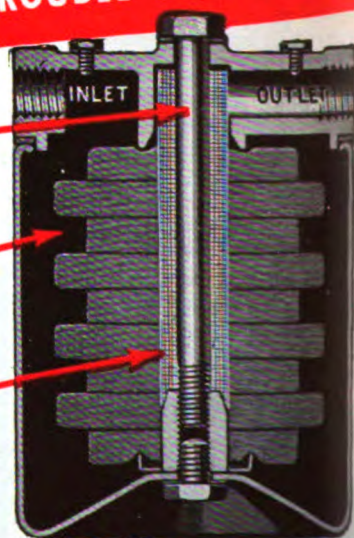
Do your customers a favor—see that they have a genuine replacement cartridge at least once each heating season.

**DOUBLE FILTER SECTION
ASSURES TROUBLE FREE FLOW**

SINGLE CENTER
BOLT FOR QUICK
CARTRIDGE
REPLACEMENT

STEP BACK CON-
STRUCTION PRO-
VIDES GREATER
SURFACE AREA

FINE MESH CHEM-
ICALLY TREATED
SCREEN ACTS AS
SECONDARY FILTER



GENERAL FILTERS
INCORPORATED

GENERAL FUEL OIL FILTERS

12890 WESTWOOD AVE
DETROIT 23, MICHIGAN

CANADIAN FACTORY BRANCH: CANADIAN GENERAL FILTERS, LTD., 2679 DANFORTH AVE., TORONTO

DOTI JOINS D. BROWN AS SALES DIRECTOR

Robert E. Doti has been appointed director of sales and purchases for D. Brown



ROBERT E. DOTI

Co., Inc., wholesale distributors of roofings, insulations, and building materials, 105-01 101st Ave., Ozone Park 16, L. I. Two warehouses located in Ozone Park, L. I., serve the Metropolitan area and a new addition, branch and office, on Broad Hollow

Rd., Farmingdale, L. I., serves Nassau and Suffolk counties, on Long Island.

Mr. Doti for more than 30 years was associated with Igoe Bros., New York City, hardware wholesalers. His early activity with Igoe was as a sales representative. Later he was sales manager and directed purchases. At the time of his resignation, Mr. Doti was manager of the Stamford, Conn., warehouse branch.

GEORGE K. GARRETT CO. OCCUPIES BUILDING

To provide improved service and sales engineering advice, the George K. Garrett Co., Inc., of Pennsylvania, has moved to its own building at 15755 James Couzens, Detroit 21, Mich.

This Detroit branch of the Garrett Company is under the direction of J. A. Cotter, district sales manager. Mr. Cotter has served the Detroit area for Garrett products for many years. Today Garrett manufactures a complete line of lock washers, flat washers, hose clamps, retainer rings, springs and stampings.

Urge Dealers to Employ Essentiality Of Appliances as Sales Ammunition

Electric ranges, automatic washers, water heaters and other automatic appliances are no longer luxuries in farm and city homes, according to William F. Ogden, manager of products, Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill. As they do not use fuel and can be installed on existing power lines, they save manpower, transportation and critical materials that can be better used in defense projects, he maintained. Retailers should be thoroughly familiar with this information and use it as sales ammunition when consumers come into the store. Retailers can profitably emphasize speed, efficiency and automatic operation that reduce the time and work a woman must devote to household tasks.

Selling the essentiality of electric appliances should be an objective of every dealer who is looking ahead for continuing good business in the years to come. Recalling that

prior to World War II, some criticism had been leveled at manufacturers reporting sales increases of electric ranges during a period of national defense, Mr. Ogden said that this criticism was unjustified, as electric appliances not only make the home more efficient, but also conserve materials.

The official claimed the electric appliance industry is doing an outstanding job of planning now to meet possible shortages of critical materials by expedient substitutions where necessary that will not detract from the efficiency or appearance of the appliance.

TRANSFER MERCHANDISE MART BUILDING OFFICE

The office of the building of The Merchandise Mart, Chicago, Ill., has been transferred to temporary quarters in Room 1449.

The Merchandise Mart will maintain its Office of the building on the 14th floor for about nine months.

A Line that is Really Complete

FLY CASTING RODS
10 models, 7 1/2' to 9 1/2' lengths. Weight less fittings, 2.1 oz. to 5.0 oz.

BAIT CASTING RODS
6 models 4 1/2' to 6' lengths. Actions: extra light, light, medium, heavy.

SPINNING RODS
3 models 6 1/2' lengths. Weight less mountings, 2 oz. to 3 oz. Actions: extra light, medium, heavy.

SALTWATER RODS
14 models, tip lengths 4' to 8'. Weights 1 oz. to 12 oz.

SURF RODS
Tip lengths 6 1/2' to 8'. Weights 7.5 oz. to 9 oz.

SALMON AND STEELHEAD RODS
Lengths 8' to 9'. Weight less mountings 2.3 oz. to 6.3 oz. Two piece, two handed construction.

Earl Osten,
America's Foremost
Designer of Fiberglass
Fishing Rods.

CONOLON
live fiber

THE Original
FIBERGLAS TUBULAR RODS

GENUINE

CONOLON

live fiber

PATENT PENDING

For real sales action . . . feature the complete 1951 line of CONOLON live action rods, the rods fishermen prefer and buy!

CONOLON Fiberglass rods are of perfectly tapered, hollow-center construction and equipped with the finest custom fittings, including nickel-silver hand seated ferrules. Time-tested and field-tested for quality in every detail.

NARMCO, INC.

600 VICTORIA STREET
COSTA MESA, CALIFORNIA

NARMCO REPRESENTATIVES: EAST COAST AND FLORIDA—H. C. Miller Co., 258 Broadway, New York • **MIDDLE WEST**—Wooster, Johnson & Dooley, Chemical Bldg., St. Louis, Mo. • **TEXAS AND SURROUNDING STATES**—Sherman Lloyd Sales Agency, 5527 Merrimac, Dallas 6, Texas • **WEST COAST**—McCune-Merfield, 51 Fremont Street, San Francisco, Calif.; or 909 Western Avenue, Seattle 4, Wash.; or 1331 S. Los Angeles Street, Los Angeles, Calif.

**SEND FOR THE NEW
1951 CONOLON CATALOG
TODAY!**

THIS IS THE
FASTENING JOB
WE LIKE BEST!



Happy Holiday Greetings from **SOUTHERN** WOOD **SCREWS**

Now is the time of year that we enjoy most—a time for relaxing a moment, sitting back and counting our blessings.

Although Southern does business on a friendship basis all year 'round, at Christmas we seem to feel your good will in the spirit of the season. That feeling is especially strong this year, for during the past twelve months we have made a host of new friends to add to our treasury of old ones.

And so . . . to our associates, our jobbers and our retailers throughout the country, hearty greetings for a happy holiday!

SOUTHERN
SCREW COMPANY
STATESVILLE, NORTH CAROLINA

Elect J. S. Pflueger President, Enterprise; W. S. Pflueger Vice President of Sales

John S. Pflueger has been elected president and treasurer by directors of The Enterprise Mfg. Co., Akron, the company, is the son of Joe Pflueger.

Howard J. Bean, who joined Enterprise in 1925, and who has been a sales representative of the Pfluegers' for more than 20 years, has been appointed sales manager. He will be ably assisted by Lawrence E. Postle, a Pflueger veteran with 35 years of service, Mr. Postle being appointed assistant sales manager.



J. S. PFLUEGER

Ohio. He succeeds his uncle, the late C. T. Pflueger.

E. F. Pflueger has been made vice-president and factory manager; W. S. Pflueger, vice-president in charge of sales, and L. P. Miller, vice-president in charge of purchases. C. T. Poole has been appointed vice-president in charge of advertising and promotion; L. C. Dibble, secretary and assistant treasurer, and S. A. Butt, assistant secretary. C. T. Pflueger, Jr., and L. C. Dibble were added to the board of directors. C. T. Pflueger, Jr., is the son of the late president of the company. John S. Pflueger and W. S. Pflueger are sons of E. A. Pflueger, who was president of the company from 1914 to 1944. E. F. Pflueger, named after the founder of

E. F. Pflueger founded the company in 1864, when Akron was nothing more than a crossroad and the canal flowed where Main Street now is. He incorporated in 1886. Mr. Pflueger made and sold luminous spots for horses brow-bands to warn oncoming drivers. Mr. Pflueger decided artificial bait with luminous paint would attract fish for the angler. He devised such a bait and entered the fishing tackle business. As the business expanded a factory was built in the backyard. The company continued to grow and many additions were added to this original building. As each of his four sons matured, he went into the business. Now Pfluegers' have a complete line of fishing tackle for every type of fishing—reels, baits, rods, lines and hooks, and Pflueger fishing tackle is shipped all over the world.

Within the next few months, the Pfluegers' will have completed in the Akron offices, a large, new, sales display room where all of the important items in the line will be permanently exhibited.



W. S. PFLUEGER



E. F. PFLUEGER



TOM CRANLEY

TOM CRANLEY RETIRES FROM J. RUSSELL

Tom Cranley who has served J. Russell & Co., Holyoke 1, Mass., for about 30 years as a sales representative, has retired.

Mr. Cranley started his hardware career at Russell & Erwin Mfg. Co. He has also been with Hartford Sash & Door Co., Hartford, Conn. Stanley Works, and finally J. Russell & Co. Mr. Cranley first was attached to the builders hardware department which he joined in 1918. He then started selling for J. Russell.

GARDNER, MEREDITH CO. BRUNER-IVORY MERGE

Two established concerns, Bruner-Ivory Handle Co., Hope, Ark., manufacturers of hickory and ash handles, and Gardner & Meredith, Chattanooga, Tenn., manufacturers' representatives, have merged.

Bruner-Ivory Handle has appointed Gardner & Meredith sales representatives for the southeastern states including Florida, Georgia, Alabama, Mississippi, Tennessee, North and South Carolina, Virginia, West Virginia, and Kentucky outside of Louisville.

Red Gardner and Al Meredith have been engaged in the manufacturers' representative business for nearly 30 years in this territory. Associated with them are Norman Mansfield, who for about 18 years was territory salesman for Shapleigh and Belknap, and Ray Morrow with a long background of manufacturing and sales experience, having been in the shovel industry for many years.

TIMES SQUARE STORES MEET WITH HARDWARE INDUSTRY MAKERS

A new type of planned program based on closer co-operation between the retailer and suppliers was outlined at a dinner and sales forum, by Vincent H. Jeffers, assistant to the president, Times Square Stores.

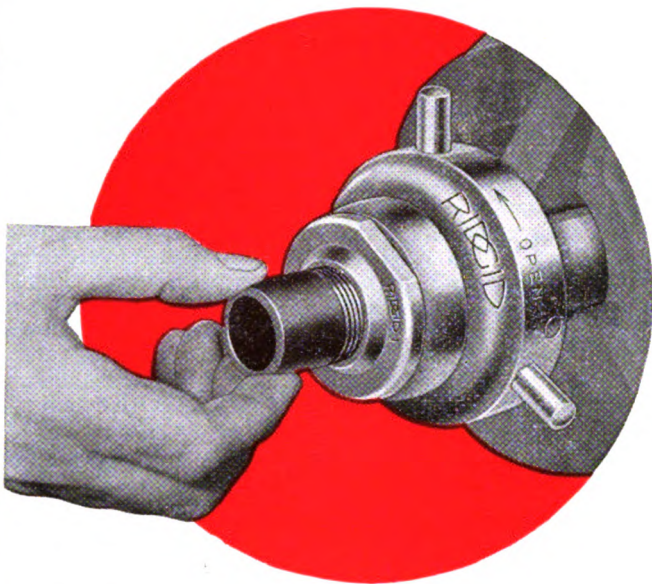
The purpose of this program was to set up with each key supplier a yearly schedule of special promotions, sales contests, special displays in windows and interiors, planned advertising programs and other sales promotion activities designed to increase sales volume.

Among those present were: G. W. Voight, sales representative—Upson Brothers, Inc.; H. H. Hyler, vice-president and sales manager, Penens Corp.; Seymour G. Lowenstein, sales representative, Lenk Mfg. Co.; H. H. Hall, vice-president and sales manager, Nu Enamel Products; Charles Hild, sales representative, Burgess Vibro Crafters, Inc.; A. H. Swanson, sales manager, Lectrolite Corp.; S. Goldschmidt, sales representative, Lectrolite Corp. and Boker Tool Co.; A. Banks, president, Lyk-Nu Co.; Martin Friedman, president, Marbar Sales Co.; Leo Miller, sales representative, Portable Tool Co. and Swan Rubber Company; Myron Pica, sales manager, Hamilton Metal Products; R. H. Behlen, sales manager, Indestro Mfg. Co.; W. L. Schlosser, vice-president, Lectrolite Corp.; R. E. Bigelo, assistant sales manager, Portable Tool Co.; D. W. Luxmore, sales promotion manager, Burgess Vibro Crafters, Inc.; and John F. Baker, vice-president and sales manager, Portable Tool Co.

MANHATTAN RUBBER SALES PROMOTIONS

John T. M. Frey has been appointed assistant manager of the New York branch and Lamar S. Hilton is assistant sales manager of the abrasive wheel department, for Raybestos-Manhattan, Inc., Manhattan Rubber Division, Passaic, N. J. Mr. Frey has been a member of Manhattan's New York sales organization for many years. Mr. Hilton formerly served in the capacity of sales engineer.

Extra-Easy Threading **OF SHORT NIPPLES**

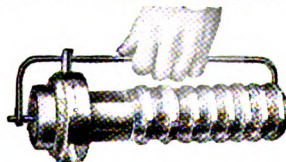


"This **RIGID** nipple chuck sure cuts the monkey-business out of threading short nipples."



New RIGID Nipple Chuck fits any threading machine, power drive or vise

● And it's extra easy to sell the typical **RIGID** worksaver advantages in this new nipple chuck that speeds every short nipple threading job! Fits any threading machine, power drive or vise—no special tools, parts or adjustments. Stop plug integral part of nipple chuck—no adjusting or changing. Threaded nipple released instantly by turn of nipple chuck. Pipe adaptors for 1/4" to 1 1/2", chuck takes 2" pipe. For easy, profitable sales, feature this new **RIGID** nipple chuck.



FREE
Patented Carrier
for any set

RIGID

WORK-SAVER PIPE TOOLS

THE RIDGE TOOL CO. • ELYRIA, OHIO

400 Chicago Hardware Dealers Attend Thanksgiving Party

The 16th annual Thanksgiving Party of the Chicago Retail Hardware Association, 1195 Merchandise Mart, Chicago, was held Nov. 15th in the Merchants & Manufacturers Club in the Merchandise Mart.

Four hundred dealers, manufacturers and friends in the industry attending the affair, had an old fashioned turkey dinner and participated in a cotillion of various kinds of dances. Several unusual theatrical acts contributed to the evening's entertainment. The remainder of the evening was spent dancing to the music of Benny Sharpe and his or-

chestra sponsored by the General Paint & Varnish Co.

Grant W. Porter, one of the charter members of the Chicago Retail Hardware Association, was present and gave a short prayer of Thanksgiving, in keeping with the current world situation.

Entertainment was sponsored by various manufacturers in the hardware industry, including: The Empire Oil Co., A.A. Electric Supply Co., Reardon Co., Rehm Hardware, Shapleigh Hardware, Stanley Works, Sunnyside Oil Co., S. C. Johnson & Son, Inc., James Chisholm & Son, O-Cedar Corp. and Sher & Peachin.

hotel, which enrollees may use if they wish. Applications should be sent to the

Supervisor of Admissions, City College Midtown Business Center, 430 West 50th Street, New York 19, N. Y. The tuition is \$85, payable in advance.

HORN TO COORDINATE APPLIANCE SALES

The appointment of Paul W. Horn to coordinate major appliance sales plans for the Westinghouse Electric Supply Co., in eastern Pennsylvania, southern New Jersey, Maryland and Delaware, was announced recently.

Mr. Horn succeeds the late J. L. Greene in this position as Middle Atlantic district major appliance factory representative.

Also announced was the appointment of Harold Koenig as manager of the Newburgh branch.

The new manager, who was stores manager at the firm's branch here since 1948, has been with Wesco for 13 years.

PLAN CENTRAL STATES 13TH ANNUAL MEETING

The Central States Hardware Club, Inc., Suite 359 LaSalle Hotel, Chicago 2, Ill., will hold its 13th annual meeting and dinner party on Jan. 22, 1951, in the Grand Ballroom of the LaSalle Hotel, Chicago. The election of officers and board of directors will be followed with entertainment.

The officers are: Rol B. Plumb, Russell, Burdsall, Ward Bolt & Nut Co.; E. J. Flood, American Chain & Cable Co., vice-president; Ben Leve, The Carborundum Co., secretary; James A. Billings, treasurer; and Geo. H. Beaudin, J. Wiss & Sons, chairman of the board.

NAME MARTIN-SENOUR TEXAS AREA HEAD

E. R. Ulrich has been appointed manager of the Texas division of the Martin-Senour Co., Chicago, Ill. His headquarters are located at 4121 Commerce St., Dallas.

CCNY SPEEDS UP DAY HARDWARE COURSE

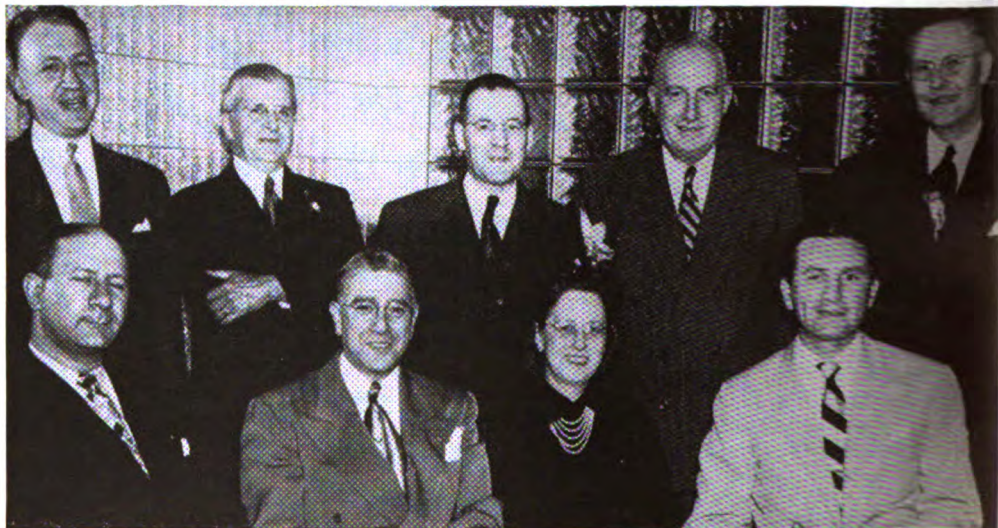
The City College of New York, 430 W. 50th St., New York City 19, which sponsors the course in hardware retailing in cooperation with the National Retail Hardware Association and other leading hardware industry organizations, has announced an accelerated day session of the course. To be conducted as always at the College's Midtown Business Center, it will be held in the three weeks from Feb. 19 to March 10 instead of lasting the usual month.

In view of the manpower problems coming up in the retail hardware field, as elsewhere, Dr. Love said: "We are told that the training becomes more important than ever. At the same time, the operating problems are becoming more complex because of supply and price difficulties. Hardware people in times like these want the training more but feel they can spare less time than formerly to it. We hope that this cut of a week in the time required for the day-time session will solve this attendance problem for them."

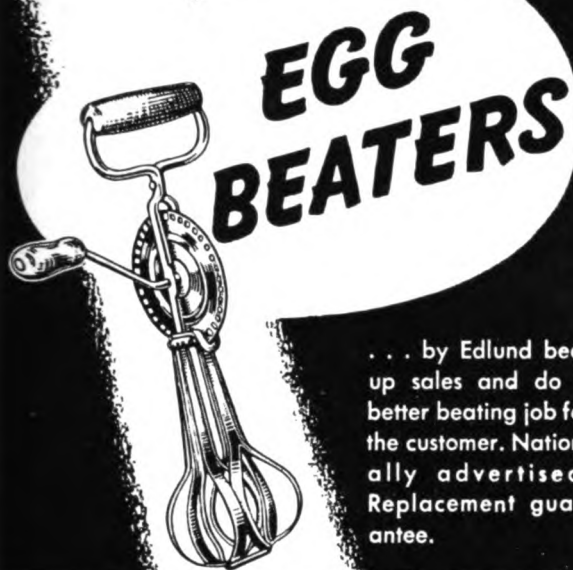
None of the features will be omitted for this session of the course, Victor E. Musso, supervisor of building industry training programs at the Center, declared.

The College will make the usual arrangements for special rates with a convenient

New England Housewares Show Committee



A 10 pct reduction in booth charges in the 18th Annual New England Housewares Show will be allowed to all exhibitors who were represented in the previous show, it was announced by Jack R. Hildreth, Cory Corp., show committee chairman of the Housewares Club of New England. The event will be held Feb. 26-28, from 10 A. M. to 9 P. M. and on March 1 from 10 to 5, in Mechanics Building, Boston. For each booth that the exhibitor had in the 1950 show, he will be given a 10 pct reduction in the rate for a similar booth in the 1951 show, Mr. Hildreth explained. The floor plan for the Eighteenth Annual Show will be the same as last year, providing for 330 booths, all on one floor. The show committee has opened an office at Mechanics Building with Mrs. Viola Hildreth as secretary. To give electric housewares special emphasis in the show, Mr. Hildreth has appointed Jack Donahue, buyer of small appliances at Jordan Marsh Co., to the show committee. However, housewares, china and glass continue as the major portion of the merchandise. The China and Glass Row, well received in 1950, will be repeated for 1951. The show committee includes: Front row: Joseph Finn, manufacturers' representative; Jack R. Hildreth, New England district manager of the Cory Corp., show committee chairman; Mrs. Jack R. Hildreth, show committee secretary; Daniel F. O'Connell, Jr., Ekco Products Co. Back row: Clifton B. Myers, Landers, Frary & Clark; Ernest Bates of Joseph Breck & Sons; Carl Masson of Paine Furniture Co., publicity chairman; Albert B. Patterson, manufacturers' representative; Roger Moore, Raymond's, Inc. Also on the committee, not included in photograph: George Dinkel and Harry Woolfson, manufacturers' representatives and Jack Donahue, buyer of small appliances, Jordan Marsh Co.



... by Edlund beat up sales and do a better beating job for the customer. Nationally advertised. Replacement guarantee.

THINK OF
Edlund
for
BETTER KITCHEN TOOLS
EDLUND COMPANY BURLINGTON, VT.

THEY REMEMBER AT HOME
--- FORGET IN YOUR STORE!



LINOLEUM SEAM AND EDGE BINDING
GET EXTRA SALES WITH S & W'S SELF-SELLING DISPLAY!



12 feet of pliant, silvery zinc in each small box . . . pre-shaped, prepunched with nail holes . . . plus all necessary nails. Available also in brass, steel and plastic in 75 ft. rolls.

Many a repair job gets neglected because the home owner forgets to make a purchase while in your store . . . and you lose an extra sale! Put the S & W linoleum seam and edge binding displays near your cash register and watch them empty out. No cutting . . . no measuring. The customer pockets the handy box. You ring up the sale!

WRITE FOR PRICES, LITERATURE, AND JOBBER INFORMATION

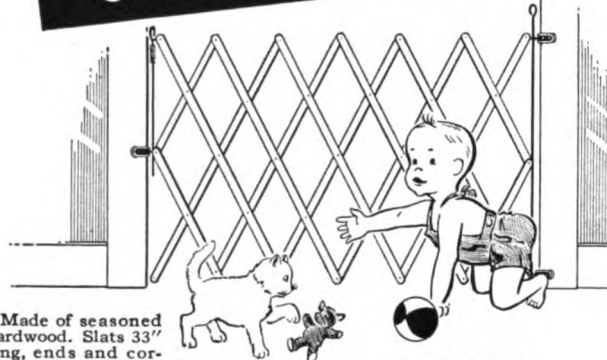


S & W MOULDING CO.
980 PARSONS AVE., COLUMBUS, OHIO
ALSO MIRAPLAS WALL TILE AND MASTER MASTIC

BABY'S SAFETY COMES FIRST WITH PARENTS!

That's why...

PERFECTION SAFETY GATES SELL ON SIGHT!



Made of seasoned hardwood. Slats 33" long, ends and corners neatly rounded, with 1/4" steel rods to secure them to archways, porch or door casings. Natural wood finish heavily varnished.

• Safety gate illustrated with No-Mar gate mounting, our exclusive patent*. Holds safety gate on door casings or arches up to 7" wide without wood screws. Sold as an accessory. Full markup!

*Patent pending

WEIGHTS PER DOZEN

No. 93	3 Ft.	45 Lbs.	No. 96	6 Ft.	70 Lbs.
No. 94	4 Ft.	54 Lbs.	No. 97	7 Ft.	80 Lbs.
No. 95	5 Ft.	63 Lbs.	No. 99	9 Ft.	90 Lbs.

PACKED 1/2 DOZ. TO THE CARTON.

L. HOPKINS MANUFACTURING COMPANY

NORTH GIRARD, PA.

Permanent Showrooms:
AMERICAN FURN. MART, CHICAGO
SOUTH. FURN. EXPO. BLDG., HIGH POINT

Write today for Free illustrated booklet

Sell

the complete
Martin Line of

GAS SPACE HEATERS

to give

Your Customers

A MERRY MARTIN CHRISTMAS

The Martin name assures highest quality workmanship as well as a moderate price. To make more sales the entire Martin line should be displayed. This includes 8 models Fully Vented Heaters 15,000 BTU to 85,000 BTU. 20 models

Unvented 10,000 BTU to 50,000 BTU.

With all-seam welded inner construction, gleaming porcelain exteriors and AGA approval of all models, the Martin features make sales for you because they assure superior service.

Write your jobber, or direct for complete catalog

Martin

STAMPING & STOVE CO.
HUNTSVILLE, ALABAMA

EMBLEM

of 45 years
experience



Name Rudolph Perfection's Kansas City Area Sales Chief

Perfection Stove, 7609 Platt Ave., Cleveland 4, Ohio, has named F. J. Rudolph as head of its Kansas City, Mo., sales district. He replaces W. J. Bruce, who has held the post since 1944 and who has retired.

Since 1913, Mr. Rudolph has been associated with the marketing of Perfection Products. He worked for Standard Oil Co. of Indiana when that organization was distributing Perfection kerosene products to all corners of the world. Following World War I, Rudolph transferred to the Perfection sales staff. Soon after, he was named sales supervisor for the Kansas City district.

He later was named chief clerk and office manager of the Jersey City, N. J., dis-



F. J. RUDOLPH

trict. Just a few months ago he returned to Kansas City as assistant to Mr. Bruce.

AMERICAN STOVE CO. COMMERCIAL SALES MANAGER NAMED

Climaxing a series of American Stove Co. managerial appointments, Tracy B. Madole, northern sales division manager, has been named commercial sales manager with headquarters in St. Louis, succeeding L. L. Peters, who recently became LP-gas sales manager.

Mr. Madole joined American Stove in 1927 as a clerk and floor salesman in Chicago, and in 1929 was named advertising manager for the division. When the company organized its commercial sales department in 1935, Mr. Madole became one of the firm's original salesmen of commercial cooking equipment. Since his promotion to northern sales division manager in 1944, he has supervised Magic Chef sales throughout a 15-state territory.

J. J. Knotek, Pacific sales division manager, will transfer to Chicago as manager to the northern sales division on Jan. 1, according to Marc W. Pender, vice president in charge of sales.

Mr. Knotek joined the company's eastern sales division in 1927, and spent nearly 20 years in credit and office management. In 1946 he became a Magic Chef sales

representative, until his appointment as Pacific sales manager last year.

The northern sales division comprises 15 states and has its headquarters at 179 North Michigan Avenue, Chicago 1, Ill.

In 1935 Commander Eugene F. McDonald, Jr., became known to the Albers brothers, John and Gerhard. He found them operating a small factory which was turning out wind-electric generators for charging radio batteries. This company was bought out forthwith by Zenith.

Although the plant itself covers a sizable area, the tour was so planned that visitors were given a comprehensive picture of the entire operation within a 45-minute period. Comprehensive speaker system located throughout the plant told an audio-visual story. Well-briefed guides conducted the visitors in and out of the many production lines.

WINCHARGER CORP. HOLDS OPEN HOUSE

Recently the Wincharger Corp., 7th and Division St., Sioux City, Iowa, welcomed visitors who were taken on conducted tours through the entire plant. It marked the 15th anniversary for Wincharger—15 years as a sub-

siary of Zenith Radio Corp.

A highlight of the plant tour was a demonstration of Wincharger's new electric power insurance generator. This unit was developed to provide stand-by electric power to farms and ranches in the event of power line failure.

NORWALK LOCK CO. APPOINTS CHICAGO OFFICE HEAD

E. W. Trapp has been appointed manager of the Chicago office for Norwalk Lock Co., Division Segal Lock & Hardware Co., Inc., 395 Broadway, New York City 13. Mr. Trapp has been with Norwalk since 1948 in the contract department. The past two years he has spent covering Minnesota, Wisconsin, Iowa and outlying districts of Illinois.

He started his hardware career with Sargent & Co., in 1925, remaining there five years. He then joined Reading Hardware Corp., in the Chicago area until 1940. As a builders' hardware specialist he was associated with Thomas Conron Hardware Co., Danville, Ill.

62 AT PENNSYLVANIA WHOLESALE 50TH ANNIVERSARY

The Pennsylvania Wholesale Hardware & Supply Association celebrated its 50th anniversary Nov. 3-5 at the Greenbrier Hotel, White Sulphur Springs, W. Va., with an attendance of 62, including members and families. Twenty-one member companies were represented at the gathering which included but one business session given over chiefly to informal discussions of business problems. A dinner and entertainment was the program for the second evening, the balance of the three day celebration being given over to relaxation and sports.

John M. Miles, Eastern Pennsylvania Supply Co., Wilkes-Barre, Pa., a member of the executive committee of the association, traced the group's half century history in an informal talk. Samuel B. Smith, Lancaster, Pa. former secretary of the association, was honored as the oldest living member present.

Robert J. Glock, president. Swank Hardware Co., Johnstown, Pa., is president of the association.

St. Louis Hardware Salesmen's Dinner



The annual dinner of the Hardware Salesmen's Association of St. Louis, Inc., 1189 Arcade Bldg., St. Louis 1, Mo., to which sales managers from allied hardware fields are invited, was held at the Hotel York, St. Louis. The 60 guests attending were addressed by Gilbert Brown, president of the group, on the purpose and aims of the association. George Briede, an ex-marine sergeant, the guest speaker, commented on the humorous side of the marines at the front. Left to right, rear: H. Bodine, sales manager, National Lead Co.; Bert Tate, sales manager, Mississippi Valley Hardware Co.; H. Gunther, Gunther Salt Co. Middle row, Frank L. G. Weiss, president of Greater St. Louis Retail Hardware Association; Carl Hanneke, president, Missouri Retail Hardware Association; Harry Scherer, secretary, Missouri Retail Hardware Association. Front row: Rene Lang, sales manager, Lion Supply Co.; Oscar Brauer, A. G. Brauer Supply Co.; and Joe Bauer, Hadley-Dean Glass Co.

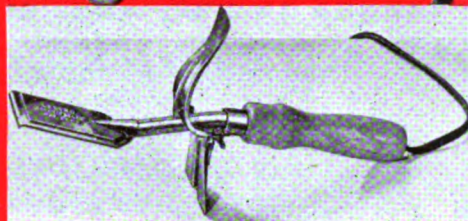
Now-2 MODELS



Not only the cord, but the complete tool is approved by Underwriters' Laboratories.



Automatic Safety Stand in Rest Position.



Only Deluxe Model 3 as shown is UL approved

Only the Original "LECTRO Paint Peeler" IS FULLY APPROVED BY UNDERWRITERS' LABORATORIES

The Sensation of the hardware and paint business comes to town to give you new records for sales, turnover and profits. Now LECTRO WELD brings you this sensational tool in 2 Improved Price Models.

2 Improved PRICE MODELS
DELUXE Model 3 — at only \$4.95
STANDARD Model 2—Retails at only \$3.95
Not UL approved

ONLY DELUXE MODEL 3—"LECTRO PAINT PEELER" GIVES YOU ALL THESE FEATURES

1. Underwriters' Laboratories approved Automatic Safety Stand attached for use in rest position.
2. Not only the cord, but the complete "LECTRO PAINT PEELER" is approved by Underwriters' Laboratories.
3. Precision milled and ground straight peeling edge which insures removal of all paint.
4. Metal insert (Patent Pending) Keeps handle cool and prevents charring and loosening.
5. Welded cover to prevent loosening.
6. Very durable 8' Neoprene Jacketed Heater Cord that will not fray.
7. Long lasting high temperature heating element.

BE SAFE—SELL the QUALITY TOOL THAT IS UL APPROVED

FREE SELLING AIDS

Create Traffic — Help You Get Volume Sales

FREE AD MATS

Bring Customers
in to buy.

2 COLOR ENVELOPE

STUFFERS Create
store traffic.

2 COLOR COUNTER
CARDS Make shop-
pers STOP — LOOK
— and BUY!

A Powerful National Advertising Campaign
Has Created Demand and Established a Proven
Market for the Original "Lectro Paint Peeler".

CONSUMER ADS APPEARING IN OVER 50 NATIONAL MAGAZINES

ORDER NOW from your Jobber or Save time
and MAIL COUPON TODAY for direct ship-
ment. We'll bill you through your jobber.

LECTRO WELD, INC.
 2189 W. 26th Street
 Cleveland 13, Ohio

LECTRO WELD, INC.
 Dept. H.A. 1214, 2178 W. 26th St.
 Cleveland 13, Ohio

Please rush the following:

"LECTRO PAINT PEELER", Deluxe model 3, \$4.95
 "LECTRO PAINT PEELER", Standard model 2, \$3.95
 Not UL approved Less 33-1/3%

Dealer.....

Address.....

City.....

Bill Through My Jobber

Jobber.....

Address.....

City.....

Terms: 2/10 net 30 days

Freight: prepaid 100 lbs. or more. (7 doz. to 100 lbs.)

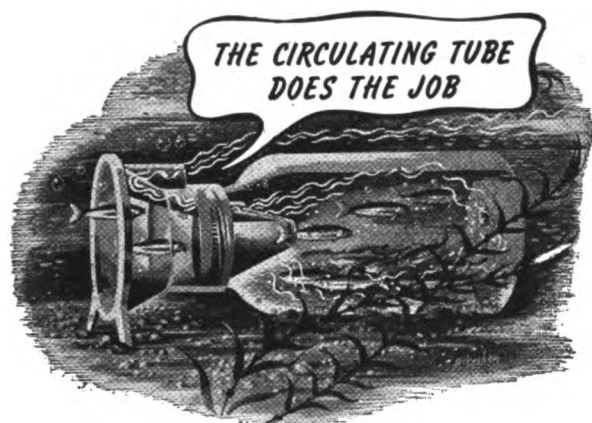
At no charge, a counter display card, a 12" x 36" window streamer, and supply of stuffers will be included with orders for "LECTRO PAINT PEELERS".

THOUSANDS OF FISHERMEN

Have Tested and Proved

MO-MEES MINNO-MASON

The Perfect Minnow Trap



LIST
PRICE

\$1.00

FAIR TRADE
ANTICIPATED

U. S. Pat. No. 2445812

STOCK No. M-100

Packed 6 in carton, wt. 2 lbs.

Packed 1 doz. in carton, wt. 4 lbs.

48 in case (4 or 8 cartons), wt. 18 lbs.

The Mo-Mees Minno-Mason, made of durable polystyrene plastic, is an entirely new kind of trap . . . designed to catch fresh minnows in only a few minutes. A patented, special tube creates perfect water circulation inside the jar—a natural invitation that minnows cannot resist! The Mo-Mees Minno-Mason will fit any mason jar and can be carried in tackle box . . . A "must" for every fisherman.

Nationally advertised in leading sports and outdoor magazines—over 3,000,000 messages to fishermen. Write today for your Free Sample, and please send us name of your favorite jobber.

CHAMP-ITEMS, INC.

6191 Maple Ave., St. Louis 14, Mo.

K. C. HOUSEWARES CLUB DISCUSS INFLATION AND ITS EFFECTS

"Inflation—Its Atomic Effects" was the subject of an address by Morris R. Shlensky, vice-president and general manager of Katz Drug Co., when he spoke recently at the regular monthly meeting of the Kansas City Housewares Club, 502 Merchandise Mart, Kansas City, Mo.

Mr. Shlensky discussed the tremendous drain upon America's civilian economy of present proposed military expenditures. He emphasized the probability of greater inflation unless price and wage controls are instituted immediately.

An appeal to manufacturers of small and major appliances and television sets for larger discounts to retailers was also made. He pointed to increased costs of store operations including wage raises and heavier promotional costs as reasons for the need for larger trade discounts to retailers.

Indicated higher personal and corporation taxes in 1951 are now a foregone conclusion, it was said. He predicted banner retail sales beginning in April, 1951, when defense payrolls are scheduled to boost civilian purchasing power.

Robert P. Ingram, club president, presided at the meeting which was attended by 140 members and guests.

NORGE SHOWS 1951 APPLIANCE LINE

The Norge Division of Borg-Warner Corp. displayed its complete new 1951 line of household appliances at annual conventions of eastern and western distributors and wholesalers in White Sulphur Springs, Va., and in Colorado Springs, Colo.

At the White Sulphur Springs meeting in the Greenbriar, the eastern distributors and wholesalers heard reports from H. L. Clary, Norge's vice president in charge of sales; H. L. Spencer, vice president in charge of manufacturing; and John Park, secretary and treasurer. Norge product managers introduced the new lines. The annual banquet and floor show was given Monday evening. Norge ex-

ecutives will hold meetings with the distributors, and with wholesalers.

A similar program was held for the convention of Norge's western distributors and wholesalers in the Broadmoor at Colorado Springs.

COLOR CONNECTOR FOR ARVIN TELEVISION

All Arvin television receivers will be immediately equipped with a built-in "Color Converter Connector" which will enable instantaneous attachment of the Arvin Full Color Converter, according to Harlan B. Foulke, vice president of Arvin Industries, Inc., Columbus, Ind.

"Color Converter Connector" field kits will be made available to Arvin distributors and dealers in order that Arvin sets now in use can be quickly converted for installation of the Arvin Full Color Converter.

Arvin Full Color Converters will be available to Arvin Distributors and dealers just as rapidly as worthwhile color telecasts go on the air in any market. It was emphasized that an Arvin Full Color Converter will be available to receive color telecasts transmitted in accordance with the standards set down by the FCC in their order of Oct. 10, 1950.

LANSDALE TUBE PLANT

A subsidiary of Philco Corp., Philadelphia, Pa., Lansdale Tube Co., with its main plant and laboratories in Lansdale, Pa., has purchased a site at Frederick, Md., for a new plant for the manufacture of critically short electronic tubes for the Armed Forces and essential civilian requirements, it was announced by William Balderston, president of Philco.

Construction of the Frederick plant will begin early in 1951 and it is expected to be in operation before the end of the year.

Because of the rapidly increasing Government requirements for radar and other electronic equipment, Philco is seriously considering the erection of a large new plant at Tioga and "C" Streets, Philadelphia, opposite its main facilities, to increase its productive capacity for the government.

RE-ELECT LAFFERTY PRESIDENT OF PUMP MAKERS GROUP

H. R. Lafferty, executive vice-president, Red Jacket Mfg. Co., Davenport, Iowa, was re-elected president of the National Association of Domestic & Farm Pump Manufacturers at the annual meeting held in the Sherman Hotel, Chicago.

Other officers re-elected include: D. L. McDonald, president, A. Y. McDonald Mfg. Co., Dubuque, Iowa, vice-president; and J. P. Curtin, vice-president, George D. Roper Corp., Rockford, Ill., treasurer.

Norman J. Gould, president, Goulds Pumps, Inc., Seneca Falls, N. Y., was elected to the executive board. Other board members include the officers as well as: G. R. Deming, president, The Deming Co., Salem, Ohio; Robert M. Hula, vice-president, Clayton Mark & Co., Evanston, Ill.; J. C. Myers, president, The F. E. Myers & Bro. Co., Ashland, Ohio, and Herbert C. Angster, Chicago.

Reports were presented by C. D. Leiter, The F. E. Myers & Bro. Co., for the planning committee; M. B. MacNeille, A. Y. McDonald Mfg. Co., for the engineering and production committee; Walter Deming, The Deming Co., for

the exports committee; Fred B. Hout, Barnes Mfg. Co., Mansfield, Ohio, and H. T. Bates, Red Jacket Mfg. Co., for the combined markets and publicity departments.

PARTEE HEADS BRUCE PRODUCTS RESEARCH

W. W. Partee has assumed the duties of manager of the new products development department of E. L. Bruce Co., Memphis, Tenn. Mr. Partee has served the firm in various executive capacities for 25 years. For the past several years he has been sales manager of the household products division which includes floor maintenance products.

DEMONSTRATION SALES OFFERS NEW SERVICE

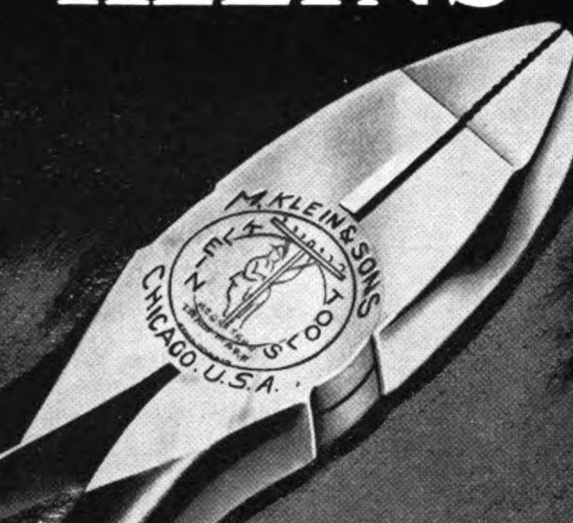
Demonstration Sales Co., 1133 Broadway, New York City 10, has organized a separate department to offer a complete demonstration service. Under the direction of Martin Proper, the service will include the supplying of experienced demonstrators and training them, supervision of demonstrations, planning of demonstration campaigns, preparation of sales talks and demonstration displays.

Indian Children Learn Woodcraft



Thanks to Father Paulinas Grosskopf, OFM, Stone Lake, Wis., the Indian children at the New Port Reservation in upper Wisconsin can now learn woodcraft with portable electric tools. Father Paulinas and seven of his Indian charges were guests of Tommy Bartlett on the Welcome Travelers radio program. Upon discovering the Father was trying to establish a woodcraft shop for the youngsters. Mr. Bartlett gave him a Skil home shop saw, sander-polisher, 1/4 in. drill and 1/4 in. drill kit made by Skilsaw, Inc.

KLEINS



THE PLIERS

Good Workmen

PREFER

Good workmen know that the quality of the work they do depends in no small measure upon the quality of the tools they use. Kleins were made for men who know and appreciate the finest in pliers. The highest quality drop forgings—the most careful tempering throughout—the individual testing and inspection of every pair—the carefully honed knives—all add up to pliers that last longer, do the job better.

Klein Pliers are made in a wide variety of styles and sizes to suit every job. Be sure you have a representative selection of these famous tools in stock to care for your customers who appreciate and want the best in pliers.

Distributed Through Jobbers

Foreign Distributor: International Standard Electric Corp., New York



The Klein Pocket Tool Guide shows the many sizes and types of Klein Pliers and contains valuable information on other Klein products. A copy will be sent without obligation.

Since 1857



Mathias

Established 1857

KLEIN

3200 BELMONT AVENUE, CHICAGO 18, ILLINOIS

& Sons

Chicago, Ill., U.S.A.

MANUFACTURERS' AGENTS

G. N. ABT ORGANIZES SELLING AGENCY

Gerald N. Abt, who recently resigned as sales manager of the tool division of



GERALD N. ABT

Barcalo Mfg. Co., has formed The Hana Co., 220 Delaware Ave., Buffalo 2, N. Y., to distribute hardware, housewares and automotive items through distributors, large chains and group buying organizations.

The company will be represented nationally by manufacturers' representatives in: New York City, Boston, Minneapolis, Cincinnati, Atlanta, Portland, Ore.; Chicago, San Francisco, Los Angeles, Kansas City, Dallas, Denver, Toronto, Winnipeg, and the Hawaiian Islands.

The following manufacturers have retained the company to handle sales on a sectional or national basis: Chapin Mfg. Co., Batavia, N. Y.; Loud-Wendel, Inc., Middleport, N. Y.; R. F. Nauman Mfg. Co., Buffalo, N. Y.; Fairmount Tool & Forging Co., Cleveland, Ohio; Manco Mfg. Co., Bradley, Ill.; Great Neck Saw Mfrs., Inc., Mineola, L. I., N. Y.; and Frontier Bronze Corp., Niagara Falls, N. Y.

The Dorsey Endres & Co., Inc., Chicago; The Exelline Co.; Rueger Co., Los Angeles, and John T. Everett & Co., Memphis, Tenn., will handle the silent-close door control for The New England Mfg.

& Supply Corp., Milford, Conn. Endres, 9 S. Clinton St., will cover Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas and Nebraska. Exelline Co. will add Metropolitan New York, Westchester County, Long Island and New Jersey to its former area; John T. Everett & Co., Memphis, Texas, Oklahoma, Louisiana, Arkansas, Mississippi, Alabama, Tennessee and Kentucky, and the Rueger Co., 1335 S. Hill St., Los Angeles, Cal., Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Wyoming, Washington and Hawaii.

Owen Webb, Needham Heights, Mass., covers New England for Clay Equipment Corp., Cedar Falls, Iowa, and Binghamton, N. Y.

Lawrence M. Hirsig & Co., Jacksonville; A. W. Hoffman Co., Cleveland; C. M. Harrington Co., Chicago; Hirsig-Frazier Co., Dallas; R. R. Lancaster, Salt Lake City and Denver, and Add Morris Co., Kansas City, Mo., have all been named representatives to the automotive supply trade for David Round & Sons, Broadway and Henry St., Cleveland 5.

James G. Moran, Hardware Associates, Atlanta, Ga., and Washington, D. C., will cover for Penn Hardware Co., Reading, Pa. Offices are at 72 Delmont Drive, N. E., Atlanta, Ga.

Superior Distributing Co., Kansas City, Mo., will handle all Florence Stove Co., Gardner, Mass., products in the Missouri-Kansas area.

Kay-Tite Co., 1717 Westlake Ave., N. Seattle 9, Wash., will cover the 11 western states for Kay-Tite Co., West Orange, N. J.

Graybar Electric houses in Dayton and Cincinnati will handle the Coolerator line in southwest Ohio and several counties in Kentucky and Indiana.

Wallace Johnston Distributing Co., Memphis representative for Whirlpool home laundry equipment has opened new sales headquarters at 708 Linden Ave., Memphis.

Tubbs Electric Co., 165 South Post St., Spokane, Wash., will handle Blackstone Corp., Jamestown, N. Y., in Washington and Idaho.

Albert T. Singer, Leonard J. Grossman, and Loftus Schoenberger will handle The Union Malleable Mfg. Co., Ashland, Ohio, line. Mr. Grossman, 3614 Euclid Ave., Cleveland 15, Ohio, will travel the northern Ohio territory; Mr. Singer, 1203 Park Ave., Rochester 10, N. Y., will cover Buffalo-Rochester and New York; and southern Ohio will be handled by Mr. Schoenberger, Temple Bar Bldg., Cincinnati 2, Ohio.

Ed T. Locke Co., The F. M. Warburton Associates, and Nypenno Sales Co. will represent Hambro House cutlery and Hambroco cutlery for Hambro House of Design, 17 E. 54th St., New York City 22. Ed T. Locke Co., 1612 Main St., Cincinnati, will cover Kentucky, Indiana, Tennessee, West Virginia and southern Ohio. Nypenno Sales Co., 508 Chestnut St., Pittsburgh 12, will travel western Pennsylvania. The F. M. Warburton Associates, W. R. A. Bldg., Hudson, Ohio, northern Ohio.

R. H. Gemberling Co. and the Parker Montana Co. will distribute for Thor Corp. Gemberling, 121 S. Monroe St., Spokane, Wash., will cover the inland empire of eastern Washington and northern Idaho, and Parker Montana, 511 N. 21st St., Billings, Mont., the state of Montana and northern counties of Wyoming.

San Francisco Pot & Kettler's Pan Handlers Party



The San Francisco Pot & Kettle Club recently played host to the wives of members, who organized an auxiliary club called the Pan Handlers at the California Room, Western Merchandise Mart, at a cocktail party and buffet supper. Standing at the head table, left to right: D. J. Bartelme; Mrs. Bartelme, first president of the Pan Handlers; George Hall, president of the San Francisco Pot & Kettlers; and Mrs. Hall. The women's group was presented with a gavel and ball.

NEW—SCIENTIFICALLY DESIGNED

Skuttle "WINDMASTER" BAROMETRIC DRAFT CONTROL!

- BETTER CONTROL • EASIER INSTALLATION
- MORE PROFIT

Square housing and patented angle mounted vane provides more uniform opening with larger effective area. Tested characteristics show a flat curve, assuring even, effective control—efficient operation at all draft values. See the test chart—it shows definite superiority.

Exceptional simplicity of design and sturdy construction enable you to offer your customer higher quality at lower cost and better profit.

Installation is exceptionally easy—ask your jobber.

THE SKUTTLE MANUFACTURING COMPANY

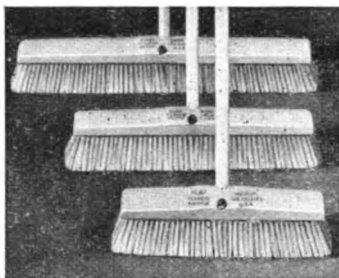
4099 BEAUFAIT AVENUE • • DETROIT 7, MICHIGAN

NEW PUSH BROOMS MAKE ALL OTHERS OBSOLETE



W. N. Modglin

Three years ago our Industrial Products Division started a research project...to develop a new type of pushbroom with synthetic fibres which would be free from all defects of ordinary pushbrooms. Our effort has been successful. These Modglin Perma-push brooms are unquestionably the most efficient and long-wearing pushbrooms ever made. They offer you better sweeping performance and greater maintenance economy than you have ever known.



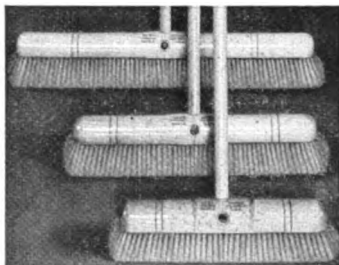
**MODGLIN PERMA-PUSH
No. 800 Series**

Heavy duty garage broom of unbelievable durability and sweeping qualities. Amber Permene plastic bristles wear "like iron" and retain their spring action for the life of the broom. Available in 14, 18 and 24 inch widths.



**MODGLIN PERMA-PUSH
No. 1024**

For extra heavy duty industrial and street use. Works equally well on concrete, asphalt, brick, stone and macadam. Resistant to acids, alkalis, petroleum. Will not absorb water. Never becomes soggy, water-logged or matted. Retains "flicking action" at all times. Comes in 14 in., 16 in., 24 in. widths.



**MODGLIN PERMA-PUSH
No. 900 Series**

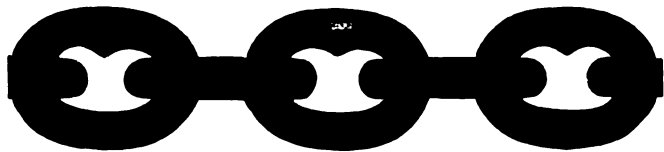
For office and general use. Three sizes (14 in., 18 in. and 24 in.) are available to meet all maintenance requirements. Bristles are golden-amber colored long-wearing Permene fibre. Will sweep effectively long after old style pushbrooms are completely worn out.

MR. HARDWARE DEALER

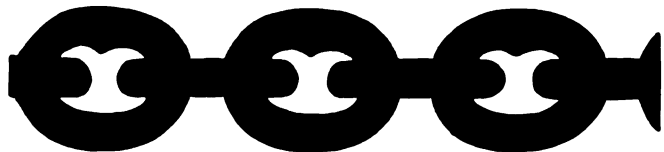
Learn what these revolutionary new Modglin products can do to pay you faster larger profits from smaller floor space. Write for details including catalogue sheets.

MODGLIN CO., INC.
Los Angeles 65 • New York 13
Chicago 9 • New Orleans 13

CM CHAIN



INSWELL PROOF COIL



INSWELL BBB COIL

CM INSWELL CHAIN is nationally advertised...known and preferred by chain users in every type of business.



LIBERTY COIL STRAIGHT LINK

A REGULAR SELLER



LIBERTY COIL TWIST LINK

CM INSWELL CHAIN is available in all standard welded chain types and sizes.



LIBERTY MACHINE STRAIGHT LINK

AT A REGULAR PROFIT



LIBERTY MACHINE TWIST LINK

CM INSWELL CHAIN cold shuts, repair links, hooks and other accessory fittings make ours a "one-stop" chain supply service.

COLUMBUS McKINNON
CHAIN CORPORATION
(Affiliated with Chisholm-Moore Hoist Corporation)

GENERAL OFFICES AND FACTORIES: TONAWANDA, N. Y.
SALES OFFICES: NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO
Other Factories at Angola, New York, St. Catharines, Ontario and Johannesburg, S. A.

EXPAND STEEL KITCHEN CABINET INSTITUTE TESTING PROGRAM

Arthur J. Tuscany, executive secretary, Steel Kitchen Cabinet Institute, Engineers Building, Cleveland, has announced a further refinement in a very important Institute activity.

For quite sometime the Steel Kitchen Cabinet Institute has assisted purchasers of steel kitchen cabinets through establishing standard specifications relative to dimensions and construction.

Some months ago the Steel Kitchen Cabinet Institute arranged for the design and construction of special precision equipment for use by the organization of test engineers in the laboratory.

So as to not only continue but improve at the same time the plan of giving purchasers of steel kitchen cabinets assurance of high quality, these manufacturers who are subscribing to the Quality Tested Plan arranged for resubmission of stock products to the laboratory for recheck at this time, using the new equipment.

L. H. TAYLOR PROMOTED BY G. E. SUPPLY

Larison H. Tavor has been appointed assistant manager of operations of the General Electric Supply Corp., Bridgeport, Conn.

Mr. Tavor, who was formerly assistant to the manager of marketing of G.E.'s appliance and merchandise department, joined the company in Schenectady in 1925. In 1938 he became assistant manager of credits and collections for the appliance and merchandise department.

He was later appointed assistant to the appliance sales manager and then manager of the product service division. In 1945 he moved to New York as vice-president of the G.E. Credit Corp. He returned to Bridgeport in his most recent capacity in 1948.

PERFECTION SALESMAN

J. A. Kenworthy has been employed by the Chicago sales district of Perfection Stove Co., Cleveland, to cover 20 counties running from the central part of Indiana, through to the Illinois line.

Formerly a manufacturers' agent, Mr. Kenworthy



J. A. KENWORTHY

was engaged in sales work for Stewart-Warner Corp., the General Supply & Tool Co., in Indianapolis, and the Van Camp Hardware & Iron, Indianapolis.

LINZER & SONS TO BUILD NEW PLANT

David Linzer & Sons, Inc., now at 10 Astor Place, New York City, has taken title to a plot of 60,000 square feet on 151st Street from River to Gerard Avenues in the Bronx, where a two-story modern plant will be erected for the company's occupancy.

This move culminates a continuous growth since 1892 when David Linzer and his wife, Tena, opened a little shop in lower Manhattan where they both made by hand and sold brushes to painters and home owners in the neighborhood. There were four sons, Aaron, Samuel, Abraham and Adolph, and as each became old enough to take his place at the bench making brushes, they worked in the shop and were taught to adhere to the principles to which the founder and his wife had labored to maintain.

Aaron became president and Abraham, secretary-treasurer, and they continued to increase the business and moved into larger quarters until now the factory occupies about 40,000 square feet at 10-20 Astor Place. In World War II, Morton, son of Aaron, Joseph, son of Abraham, and Jack son of Samuel, served in the armed forces. Upon their return, all joined the firm, each schooled in a different capacity.

In April, 1950, Aaron Linzer passed away and Abraham Linzer became president.

HOWE NAMES SALES PROMOTION MANAGER

The appointment of Walter F. Garlow as sales promotion manager of The Howe Scale Co., Rutland, Vt., was announced.

Mr. Garlow resigned as advertising manager of the Hewitt Rubber Division and the Hewitt Restfoam Division, Hewitt-Robins, Inc., Buffalo, N. Y. He was formerly administrative assistant for the Bell Aircraft Corp., at Buffalo, N. Y., and Burlington, Vt., and for the Manufacturing & Tool Corp., Burlington, Vt.

TAPPAN STOVE SUPPORTS LP-GAS PROMOTION

Taking its cue from the National Committee for LP-Gas Promotion, the Tappan Stove Co. has launched its campaign in support of the program.

"We will do everything possible to help the LP-Gas industry broaden the market for LP-Gas," said C. W. Bonar, director of Tappan's LP-Gas division.

Tappan is carrying LP-Gas messages in all of its trade paper and national magazine advertising. The company's newest sales portfolio carries a full page on the usefulness of this campaign.

This same portfolio includes items designed especially for use in promoting the sale of LP-Gas ranges including special mailing pieces, outdoor posters and folders.

WHITLOCK SALESMAN

The Whitlock Corp., Warren St., New York City, has appointed Milton Friedland sales representative covering



MILTON FRIEDLAND

Maryland and Delaware. Mr. Friedland joined Whitlock after serving several years in the Navy. He was also associated with the Hoe Co. of New York.

STOCK NUMBERS CODE FOR HACK SAW BLADES

The Hack Saw Manufacturers Association of America has announced that the Hack Saw Blade Industry has adopted a standard Stock Numbers Code for power sizes of hack saw blades.

Prior to adoption by the manufacturers, this code was submitted to the National Supply & Machinery Distributors' Association and Southern Supply & Machinery Distributors' Association and has been endorsed by these Associations.

The industry standard Stock Numbers Code will be included in printed matter or otherwise used by an individual hack saw blade manufacturer as and when desired by him. However, the new code does not conflict with any previously used code and will be understood by all manufacturers of hack saw blades. Therefore, the new code can be used immediately by any distributor or user of hack saw blades.

Many manufacturers, distributors and users believe that this Standard Code may be used to advantage from the standpoint of convenience and cost savings.

The standard Stock Numbers Code consists of six figures, arranged in sequence as follows: Length—first two figures; number of teeth—third and fourth figures; thickness—fifth figure; and width—sixth figure.

The complete formula, together with code numbers for all domestic standard power sizes, is as follows: Length—actual catalog length; teeth—actual number of tooth per inch, when number of tooth is a single digit, precede this digit by the figure "0" when number of teeth contains a fraction, disregard the fraction; thickness—middle figure of number of thousandths of thickness; width—less than 2½ in.—number of quarter inches in actual width; 2½ in. or more—last figure of number of quarter inches in actual width; and exception—for ¾ in. wide use figure "2."

Here's EXTRA Profits
For your
CHRISTMAS SEASON



MIRRO METALLICS GLASS TINSEL

Available in assortment with display, vials and adhesive; also in a combination assortment with bronze powders!



A great seller all year — and especially at the Holiday season. Feature this assortment for decorating purposes and watch your sales jump. Glistening flakes of Silver, Gold, Red, Green and Blue.

Sheffield
Quik Spray



NOW is the time for YOUR extra profits on QUIK SPRAY! This holiday season will be a big one for this spray paint because trees, ornaments and all kinds of decorations can be handled colorfully with it. Suggest it to your customers... and make the most of a big seller.

Sheffield Bronze
PAINT CORPORATION
CLEVELAND 6 OHIO



HARDWARE BRIEFS

CALIFORNIA

LeRoy Smith has been succeeded by Kreuger D. Jacobsen as secretary-manager of the California Retail Hardware Association.

COLORADO

The Schmidt Hardware opened recently in Montrose, having been remodeled. New display cases and glass shelving for household goods are new features in the store. Of particular interest is the large parking lot for customers.

Mr. and Mrs. Robert McKenzie recently purchased a hardware store in Ault from Mr. William Dirks. The store will be operated under the name of McKenzie Hardware and Appliance, and several new lines will be added to the business.

GEORGIA

The Moss Hardware No. Two Store has opened for business at 100 East 12th St., Rome. J. P. Moss and H. B. Gordon are the owners.

ILLINOIS

The Saeger-Wachtel Hardware, 135 Collinsville Ave., East St. Louis, has expanded its sporting goods department into adjoining quarters at 133 Collinsville Ave.

KANSAS

The Independent Lumber Co., Pratt, has opened a hardware store which will handle complete lines of carpenters' and painters' tools and accessories, as well as small electrical appliances. A sporting goods department is another feature.

The Arnhold Hardware & Furniture store, Plainville, was sold by Ralph Arnhold to E. Dean Stewart.

Anton C. Cerny, owner of the Cerny Bros. Hardware & Implement Co., Narka, has been in the hardware business for 41 years.

The Brown Hardware has been completed at 1540 S. Main, Ottawa. The owners are Harry Brown and Reid Ward.

A large sporting goods section is a feature of the store.

W. H. Tipton recently celebrated his 25th anniversary as owner of the W. H. Tipton Hardware store in Goodland.

The Western Hardware & Motor Co. was incorporated recently at Tribune.

KENTUCKY

W. B. McBeath has resigned as president of the People's Hardware & Furniture Co., Leitchfield, after 44 years in office. He is succeeded by his son, B. H. McBeath.

LOUISIANA

Brewton's Furniture & Hardware, Jones St., Winnfield, was recently opened for business.

MAINE

A hardware concern will be housed in the \$15,000 building being constructed on Western Avenue, Augusta. The building is 46 x 80 ft., and will have a parking lot. The new hardware store will be called The Western Avenue Hardware.

MINNESOTA

The Nagell Hardware store, 625 Marquette Ave., Minneapolis, has gone out of business, and branch stores have also been liquidated and sold.

MISSISSIPPI

Henderson & Baird Hardware Co., Greenwood, is constructing a 120 x 300 ft. building for its wholesale business. The building will be air conditioned and modern in every detail.

MISSOURI

A new hardware store was opened recently in the Fletcher Bldg., East Prairie, and will be operated by Bill Adkinson.

F. O. Flora and Roy Killion have purchased the Wheaton Hardware, Wheaton, from Virgil Price and Max Lamoreux.

The Chillicothe Hardware, 710 Locust St., Chillicothe,

was opened by its owners, Ed Kinerk and Ray Frost. The store will handle principally farm hardware items and household hardware.

NORTH CAROLINA

A hardware store has been opened on Shelton Ave., Statesville. Homer Wagner is the owner. The store will specialize in hardware farm supplies, housewares, bicycles and paints.

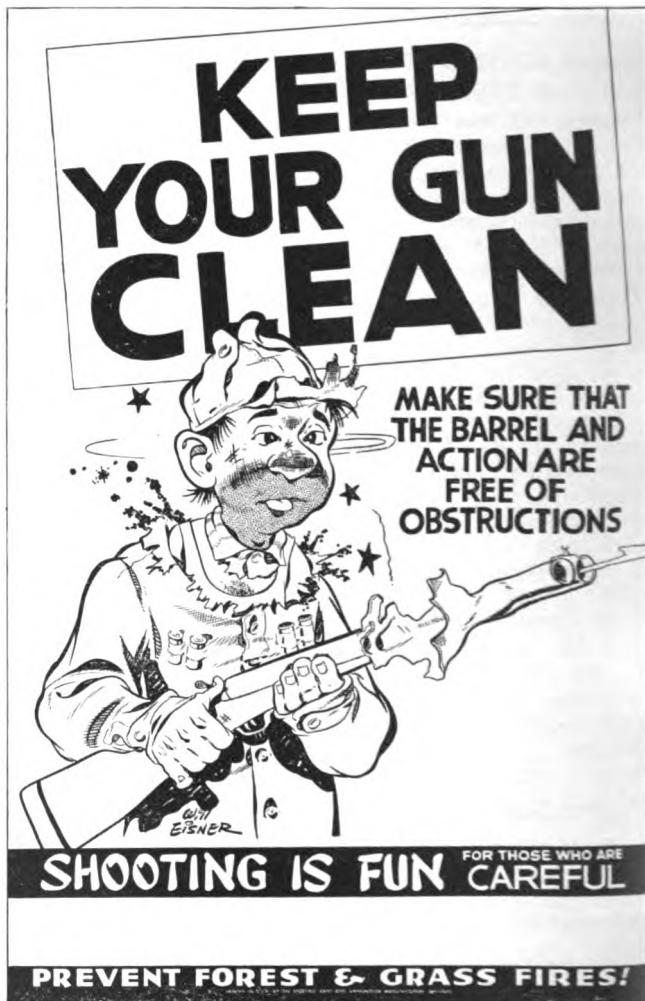
The Grantham Hardware Co., 316 South Elm St., Greensboro, will move to 111 N. Greene St., as soon as the building has been remodeled.

The O. C. Turner Hardware Co., Gatesville, has been remodeled and redecorated, and is operated by Mrs. O. C. Turner.

OKLAHOMA

The Reiswig & Whittemore Hardware has moved to the

Sporting Arms Institute Safety Campaign



The Sporting Arms & Ammunition Mfr's. Institute, 343 Lexington Ave., New York City 16, has again prepared a series of six attractively colored safety posters, each with a specific message. This service originated in 1941, and this year 19 states are bearing half the cost of the posters with the result that 80,000 have been ordered. In addition small groups of sportsmen in states not ordering the posters have purchased small quantities with the hope that this would induce their states to participate next year. The institute has also distributed about 40,000,000 copies of the Ten Commandments of Safety in the Handling and Use of Firearms during the last few years. Another project is the safety instruction film, The Making of a Shooter. Available also for hunters for the cost of handling, are two revised booklets—the Handbook On Small Bore Rifle Shooting and the Handbook on Shotgun Shooting. This literature and other such pamphlets may be secured by contacting the institute at the above location. Illustrated is one of the series of six posters.

chwartz Building, Hennes-
y.

Wallace W. Weeks, owner
the Sportsman's Dugout,
McAlester, has purchased
Fleming Hardware Co.,
the two firms have been com-
bined and renamed the Choctaw
Hardware Co. Doumany
ldg., Choctaw Ave. and
second St. A complete line of
hardware and sporting goods
is featured.

Frank Gault has assumed
the management of the Clark-
Farland Hardware & Furni-
ture store in Seminole.

The Given Hardware Co.,
1013 West Okmulgee, Musko-
kee, was opened recently.
The store is equipped with
modern fixtures.

NEW MEXICO

The Hardware Supply Co.,
Silver City, has moved into
temporary quarters while
waiting for the completion of
a new location on Silver
Heights Blvd.

NEW YORK

The Cini Four Corners
Hardware Store, 1753 Victo-
ry Blvd., Staten Island, has
reopened after being remode-
led and modernized. The
use of ramps in the store has
increased the amount of floor
space, and allows merchan-
dise to be seen more easily.

OHIO

A new building will be built
for the Brown Hardware Co.,
Berea, at the corner of E.
Bridge St. and Riverside,
next to the present location
of the store.

OREGON

The Harman & Dodgen
Hardware has reopened for
business in the Dutli Bldg.,
Enterprise. The store is 25 x
74 ft., and decorated in a
pastel color scheme, with
modern shelving arrange-
ments and fixtures.

PENNSYLVANIA

Sadel's Hardware Store,
1900 Orthodox St., Philadel-
phia, has been bought by Mr.
Miller.

The Burholme Hardware,
7221 Rising Sun Ave., Rock-
ledge, is moving to new and
larger quarters, the Somer-
ton Hardware, Bustleton Pike
and Byberry Rd.

Massey-Bryan Co., 2895 W.
Liberty Ave., Dormont, has
added a hardware department
to its appliance store.

A. J. Vater & Co., McKees
Rocks, has purchased the
hardware business of F. Ed-
win Rodgers, 523 Chartiers
Ave.

Kay's Hardware, 211 Arch
St., Meadville, has been open-
ed for business. Handling
hardware, electrical appli-
ance and plumbing equip-
ment, Kay's will specialize in
a service department.

Martin's Hardware Store,
New Bethlehem, is nearing

completion. The building is
modernly designed for hard-
ware display.

SOUTH DAKOTA

Ki's Hardware, Martin, has
been sold to Mr. and Mrs.
Norval Moore by Mr. and
Mrs. Carl Hicks. Mr. and
Mrs. Moore are presently op-
erating the store.

The John Letze hardware
store, Summit, has been con-
siderably damaged by fire.

TEXAS

The Nolan Hardware Co.,
Sweetwater, has been pur-
chased by J. R. Wills. Mr.

Wills and his son, Wade, will
operate the business.

VERMONT

Brennan - Mathers Hard-
ware Store, Main St. and
Harris Pl., Brattleboro, has
been taken over by R. H.
Brown & Co. The store will
be used as a warehouse and
then reopened with kitchen-
ware and appliances.

WYOMING

The Gantt Hardware Co.,
240 South Center St., was
purchased by Ivor Bowen,
owner of the Western Sport-
ing Goods store, 220 South
Center St., Casper.

OBITUARIES

IVAR HENNINGS

Ivar Hennings, 67, chair-
man of the board of South
Bend Bait Co., South Bend,
Ind., died in Memorial Hos-
pital there, Nov. 11. Mr.
Hennings was a former pres-
ident of the Izaak Walton
League of America and
played a prominent part in
Indiana conservation activi-
ties. In 1949 he was named
to the fishing Hall of Fame
by the Sportsmen's Club of
America.

PAUL J. STARTZMAN

Paul J. Startzman, 63,
founder and president, Phila-
delphia Mfg. Co., hardware
manufacturers, died in his
home in Philadelphia, re-
cently. He was a former
president of the Casket Hard-
ware Manufacturers' Ass-
ociation. Mr. Startzman is
survived by his widow, Carol,
and two sons.

EDWIN J. SLOW

Edwin J. Slow, 66, vice-
president in charge of sales
for Bostwick-Braun Co., cor-
ner of Summit & Monroe,
Toledo, Ohio, died Nov. 15, in
Toledo Hospital after an ill-
ness of several months. Mr.
Slow had been associated
with the company in Detroit
several years before his pro-
motion and transfer to To-
ledo. He was also connected
with the Fletcher Wholesale
Hardware Co., Detroit, for
many years. Mr. Slow was
vice-president of the Hard-

ware Old Timers' Associa-
tion.

He was a member of Ash-
lur Lodge of Masonry, De-
troit, Moslem Shrine, Elks,
Trinity Episcopal Church
and the Ohio and Michigan
Hardware Association.

HERBERT T. NICHOLAS

Herbert T. Nicholas, 66,
sales representative for the
Nicholas Equipment Co.,
Bellevue, Ohio, died suddenly.
Mr. Nicholas had spent the
past six years with Nicholas
and prior to that time was
associated with Klotz Ma-
chine Co. Survivors include
his widow, Mabel, and two
daughters.

CHARLES S. YOUNG

Charles S. Young, 75,
hardware dealer, at 2829 S.
Fourth St., Louisville, Ky.,
for 39 years, died after suf-
fering a heart attack re-
cently. He started his hard-
ware career at 14, working
for the former J. Ernwine &
Son Hardware, Sixth & Mar-
ket.

E. H. MARLEY

E. H. Marley, operator of
a hardware store in Hornell,
N. Y., died recently. The
business has discontinued
operations.

RAY M. NEWMAN

Ray M. Newman, 61, sec-
retary-treasurer, Wattles
Hardware Co., Battle Creek,
Mich., for 35 years, died
Nov. 5.

CORNELIUS A. DILLON

Cornelius A. Dillon, 63,
connected with Topping
Bros., New York City, died
recently after a short illness.
He was with Hammacher
Schlemmer & Co., for many
years.

LOUIS RICE

Louis Rice, 60, L. Rice
Hardware, 3009 West Diver-
sey, Chicago, died recently.
Mr. Rice had been a member
of the Chicago Retail Hard-
ware Association for 25
years.

NATIONAL PACKAGING SHOW APRIL 17-20

The American Manage-
ment Association, 330 W
42nd St., New York City, ha
announced that it will spon-
sor its 20th National Pack-
aging Exposition April 17-20
at the Auditorium in Atlan-
tic City. Machines, equip-
ment and services used in
packaging, packing, and ship-
ping will be on display.

At the 19th exposition las
year, 240 exhibitors covere
almost 75,000 square feet o
exhibit space, and attendance
exceeded 19,000.

The week of April 16 ha
been designated as "Packag-
ing Week." Events sched-
uled include not only the Ex-
position, but the AMA Pack-
aging Conference, which will
be held in conjunction with
the show. In addition, a num-
ber of industry groups are
planning special meetings
during the Exposition days.

How's the

HARDWARE BUSINESS?



The Business Outlook—Markets and Price News

(Continued from page 14)

Raynolds. The increase made by Sherwin-Williams averaged about 5½ pct and affected virtually its full line of paints. Omitted from the advance were the company's Kem-Tone and Super-Kemtone lines of interior finishes. The boost will increase the price of the company's first quality exterior house paint about 20 cents a gallon at retail.

The Glidden Co. increase, which went in effect Dec. 1, averaged 3.4 pct. A. D. Duncan, vice-president, indicated the possibility of another advance within 60 days. The price of house paint was lifted to \$3.98 a gallon from \$3.80; enamels to \$4.50 from \$4.40; floor enamel \$3.70 from \$3.55; Speed Wall flat to \$2.95 from \$2.60 and Speed Wall semi-gloss to \$3.95 from \$3.35; interior wall primer to \$3.05 from \$2.90; Spred flat to \$2.45 from \$2.30; Spred luster to \$3.60 from \$3.49; Spred Satin to \$3.24 from \$3.10. Prices were unchanged on varnishes and barn paint.

Gas Water Heater Shipments 61% Higher Than in 1949

October shipments of automatic gas water heaters totaled 217,300 units, a 40.9 pct rise over the total for the same month last year, reported the Gas Appliance Manufacturers Association.

For the first 10 months of this year shipments totaled 1,929,200 units, a new record, and 60.6 pct over the same 1949 period. The previous high was in 1947 when the total was 1,800,000.

Predict 8 to 20% Rise in Furniture Prices

An 8 to 20 pct rise in prices at the Grand Rapids furniture market Jan. 8 to 19, was predicted by Charles F. Campbell, secretary of the Grand Rapids Furniture Exposition Association. He said that buying at the show is expected to be brisk. Manufacturers, he stated, have a large backlog of orders.

Wholesale Prices Reached New Peaks, End of November

Wholesale prices touched record levels in the last week of November, according to the Dept. of Labor.

Rge index for the week ending Nov. 28 was 171.7 pct of the 1926 average, an increase of 0.3 pct since the previous high, set in the previous week.

Personal Consumption Rose \$13 Billion In 3rd Quarter; More Sold at Higher Prices

A new all-time high was set by American production in the third quarter, the Commerce Department reporting gross national product soared to an annual rate of \$284 billion in the period. This was \$2 billion above the forecast made early in October by the President's Economic Advisers.

Personal consumption spending rose \$13 billion, the largest quar-

Tin Plate, Other Tin Products Boosted 12% By One Mill

Prices of tin plate and other tin mill products were advanced an average of 12 pct by Carnegie-Illinois Steel Corp. in an announcement on Nov. 21. The boost reflects a substantial increase in operating costs and in the price of pig tin.

This marked the most important rise in steel products since last December, when prices of unfinished steel were boosted \$4 a ton.

In advancing tin mill prices, this U. S. Steel subsidiary announced the first major change in the method of pricing such products in the history of the industry. A price base is established at each producing mill. For the first time extras and deductions have been developed comparable to those for other steel products. All sales are subject to the list of extras and deductions and standard condition of sale in effect at time of shipment. Prices are applicable for all of 1951.

terly gain on record, to touch \$198,500,000,000 on a seasonally adjusted annual rate basis. The department said that reflected in this were "an increased flow of goods and services and a substantial rise in retail prices." The rise was caused by, or at least accelerated, by fears of shortages and higher prices.

Consumption spending, the De-

Wholesale Hardware Sales¹

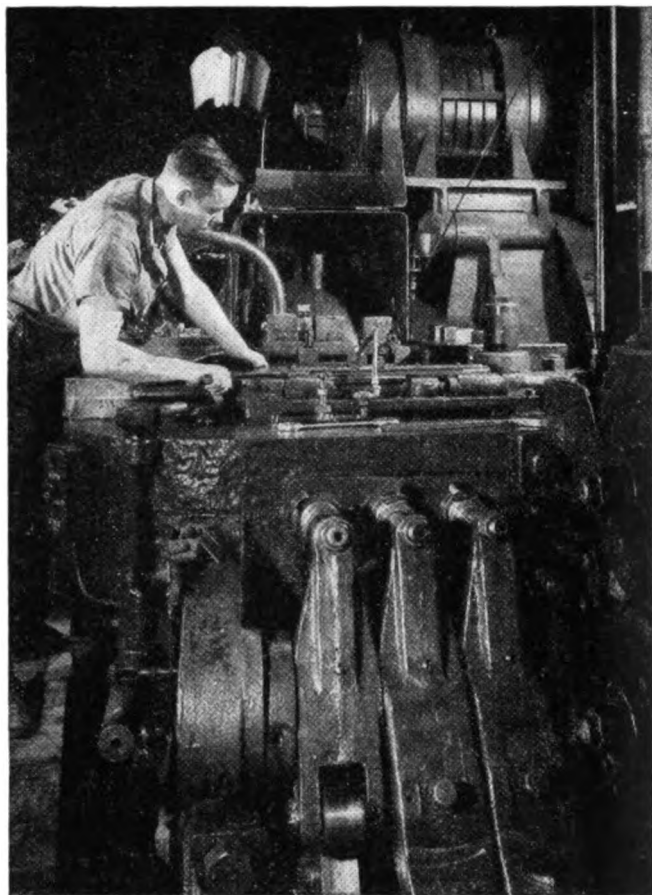
By Geographic Divisions, for October 1950

Geographic Division	Number of Firms ¹	SALES REPORTED						CUMULATIVE SALES ²		
		Percent Change Oct. 1950 vs.		Amount (Add 000)			January-October 1950 (Add 000)	January-October 1949 (Add 000)	Pct. Change	
		Oct. 1949	Sept. 1950	Oct. 1950	Oct. 1949	Sept. 1950				
U. S. TOTAL.....	334	+38	+ 7	\$101,881	\$73,583	\$95,186	\$815,695	\$675,578	+20	
New England.....	18	+28	+ 7	1,527	1,196	1,427	16,441	13,485	+19	
Middle Atlantic.....	76	+37	+ 9	14,472	10,556	13,337	107,969	91,090	+18	
East North Central.....	47	+55	+27	20,170	13,043	15,856	140,033	110,992	+25	
West North Central.....	37	+24	+ 2	16,842	13,570	16,491	137,291	122,392	+12	
South Atlantic.....	52	+38	+ 6	13,918	10,118	13,107	114,692	93,732	+23	
East South Central.....	22	+24	- 1	6,559	5,380	6,758	58,377	48,121	+21	
West South Central.....	42	+36	- 4	9,893	7,286	10,270	91,446	79,541	+15	
Mountain.....	11	+39	- 1	2,851	2,054	2,894	24,061	20,358	+18	
Pacific.....	29	+50	+ 3	15,549	10,380	15,046	125,385	96,016	+30	

¹ Includes 23 reports received too late to be incorporated in Census Bureau published releases.

² Includes reports received too late for inclusion in previous monthly totals.

³ Number does not apply in all cases to the cumulative figures.



Selling **PERFORMANCE** that is **BUILT IN**

The most successful salesmen are those who sell *performance* . . . not just products.

Earl Traynor, salesman for Thomas H. Bradley, Inc., of Watertown, N. Y., distributor of hardware and industrial supplies, makes it a practice to sell fasteners on the basis of *performance*.

When the values built into RB&W products are translated into terms of *what the customer wants*, both dealer and distributor are better able to maintain volume and profits on quality-priced merchandise —and, with the help of dependable RB&W fasteners themselves, keep the customers satisfied.



The values that Earl Traynor tells his customers about are *built into* RB&W fasteners by men like John Waring.

John operates a bolt-maker in RB&W's Port Chester plant. Automatic cold-heading, which RB&W originated, accounts for the superior strength, greater accuracy, almost perfect uniformity and improved appearance of RB&W bolts.

Here, and in other manufacturing steps, RB&W builds into its bolts and other fasteners the maximum soundness that enables them to perform as well, on the job, as Earl Traynor says they will.

RB&W

The Complete
Quality Line

RUSSELL, BURDSALL & WARD BOLT AND NUT COMPANY

Plants at: Port Chester, N. Y., Coraopolis, Pa., Rock Falls, Ill., Los Angeles, Calif.
Additional sales offices at: Philadelphia, Detroit, Chicago, Chattanooga, Dallas,
Oakland. Sales agents at: Portland, Seattle.

106 Years Making Strong the Things That Make America Strong

Wholesale Hardware Inventories¹

By Geographic Divisions, for October 1950

Geographic Division	Number of Firms	End-of-Month Inventories (Cost)					Stock-Sales Ratios ²			Weeks' Supply of Inventory on Hand ³	
		Percent Change October 1950 vs.		Amount (Add 000)			October 1950	October 1949	September 1950	October 1950	October 1949
		Oct. 1949	Sept. 1950	October 1950	October 1949	September 1950					
UNITED STATES TOTAL.....	259	+12	+ 5	\$126,945	\$112,875	\$120,408	148	184	152	8.7	10.9
New England.....	12	0	+ 2	2,040	2,038	1,994	194	270	211	11.5	15.9
Middle Atlantic.....	55	+23	+ 5	14,954	12,120	14,203	127	143	131	7.5	8.4
East North Central.....	41	+12	- 2	22,092	19,770	22,562	118	163	154	7.0	9.6
West North Central.....	32	+ 8	+ 2	22,572	20,987	22,220	156	186	159	9.2	11.4
South Atlantic.....	48	+20	+ 9	19,565	16,359	17,922	146	168	142	8.6	9.9
East South Central.....	18	+31	+13	9,571	7,306	8,442	162	155	140	9.6	9.2
West South Central.....	26	+ 8	+ 5	12,309	11,358	11,751	186	220	176	11.0	13.6
Mountain.....	8	0	0	2,458	2,456	2,462	187	204	184	11.0	15.0
Pacific.....	19	+ 4	+14	21,384	20,481	18,747	169	244	154	10.0	14.4

¹ Includes 17 reports received too late to be incorporated in Census Bureau published releases.

² Stock-sales ratios are obtained by dividing the stocks by the sales for an identical group of firms.

³ Calculated by dividing end-of-month inventories at cost plus mark-up by sales during month and multiplying the quotient by the number of weeks in the month. Sales include direct shipments and consignment business. Week's supply is lower than if based on cost of sales from owned stocks.

partment said, was "disproportionately concentrated upon durable goods," notably furniture, autos and household appliances. The increase in the third quarter over the previous three months in the purchase of durables was 25 pct. A similar trend was shown by some semi-durables, including housefurnishings.

Consumer purchases of furniture and household appliances in the third quarter were at an annual rate of over \$16 billion, compared with \$12 billion in the second quarter. Consumer purchases in the third quarter for the durable goods field as a whole were at an annual rate of \$33,500,000,000.

Predicts 1951 Appliance Sales May Hit 1949 Level Despite Unfavorable Conditions

A drop of 25 to 30 pct in sales of large appliances in 1951 is possible, H. L. Andrews, vice-president in charge of General Electric's appliance and merchandise departments, told a meeting of the company's distributors in New York.

Such a drop in sales would be in line with a decline in output of similar amount, due to curtailment of supplies of materials. A decrease in sales of this size, however, said Mr. Andrews, would still leave a volume of business equal to 1949.

Several reasons are seen by Mr.

Andrews for a possible reduction in appliance sales next year. They include unemployment due to the change-over from civilian to defense production; increased taxes which will cut down the purchasing power of the consuming public and an intensive savings bond drive.

General Electric plans not only stepping up in sales effort next year but expects to increase advertising expenditures 15 pct in order to maintain appliance volume at a high level.

Commenting on recent restri-

Estimated Sales of Wholesale Hardware Distributors

By Months 1939 to October 1950

(\$000,000 omitted)

	1939	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950
January.....	39	44	55	89	59	72	87	120	185	204	184	16
February.....	37	41	52	83	64	82	85	126	191	207	178	15
March.....	48	49	61	93	73	89	103	141	219	246	222	21
April.....	47	55	74	93	74	85	97	154	227	256	204	30
May.....	52	57	77	78	71	86	93	159	216	233	206	23
June.....	51	56	77	80	76	89	92	157	202	237	198	24
July.....	45	55	79	73	73	82	89	162	200	227	171	27
August.....	50	59	82	74	75	91	96	174	204	248	192	32
September.....	60	63	87	73	73	90	97	176	222	253	213	28
October.....	60	71	91	74	76	94	113	214	254	262	212	28
Ten Month Totals.....	489	550	735	810	714	860	952	1583	2120	2373	1980	24
November.....	54	65	80	58	77	89	108	195	212	241	197	
December.....	49	67	82	58	75	82	103	185	211	212	175	
Total for Year.....	592	682	897	926	866	1031	1163	1963	2543	2826	2352	

Source: Bureau of Census.

All Is Not Glass That Glitters...

*and all Glass Fishing Rods
aren't alike!*

Sure, *all* glass fishing rods look alike. But, in action, performance and all around durability they may vary greatly. Seems like "everyone and his brother" is in the glass rod business! Today, there are some 35 different makes on the market. A few are top-notch . . .

many are inferior . . . some aren't worthy to be called rods.

There is no substitute for experience. H-I has been building fishing tackle for more than 100 years. Our reputation for building better tackle at better values is squarely behind our entire line of glass

rods. Each number is built from butt end to tip top in our own modern plant. We sincerely believe that the new H-I line of glass rods is the finest being offered today.

Don't be "stuck" with an inventory of inferior glass rods. **BETTER BUY H-I POWER GLASS.** Horrocks-Ibbotson Co., Utica, N. Y.

HORROCKS-IBBOTSON CO.

UTICA, N. Y.

Manufacturers of the largest line of fishing tackle in the world.



Draper-Maynard

Frank Leahy

FOOTBALL EQUIPMENT

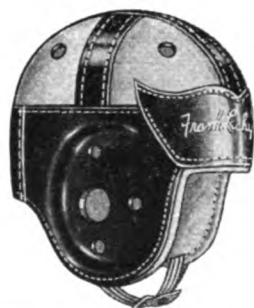
AUTOGRAPHED BY THE FAMOUS COACH OF NOTRE DAME

Hundreds of young football enthusiasts will want this new equipment. The line includes two cowhide footballs, a rugged helmet and a sturdy fibre shoulder pad built for rugged play.

Assured Sales in a Vast Market!

WRITE YOUR JOBBER FOR PRICES

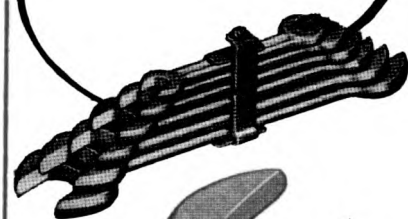
THE DRAPER-MAYNARD COMPANY
400 YORK ST., CINCINNATI 14, OHIO





VLCHek PANEL BAR WRENCH SETS

Mean Multiple
Sales For You!



● These handy sets give your customers the sizes most wanted. The large six-piece set has twelve openings varying from $\frac{3}{8}$ " to 1". Sizes are marked on each wrench.

They are the best designed carbon steel wrenches on the market—narrow bar for minimum weight and to decrease clearance required between obstructions. Heads fit nuts perfectly.

The hinged container is attractively enameled. Wrenches are offered in two finishes—natural black, and nickel plated. Sets supplied in five-piece, and six-piece.

And your sales of sets mean sales not of one wrench but of five or six. May we quote you?

THE VLCHek TOOL COMPANY
3001 East 87th Street • Cleveland 4, Ohio

VLCHek

A COMPLETE LINE OF
HIGH-GRADE FORGED TOOLS

tions on the use of copper, Mr. Andrews stated that it was the only material for which a substitute could not be found in manufacturing appliances. He said that General Electric had a substitute for cobalt, an essential ingredient in the making of enamel.

Rubber Curtailment Hits Manufacturers of Toys

The Government's rubber curtailment program affects some 70 rubber toy manufacturers, along with tire makers, T. W. Smith, Jr., general manager of the Sun Rubber Co., Barberton, O., pointed out in informing customers that it cannot handle heavy "scare orders." Buyers were requested to order only items needed for current demand and early spring selling.

Rubber Situation Acute Despite Increased Use Of Synthetic; 90% of Natural Supply Threatened

The rubber situation is acute despite the fact that synthetic has replaced natural rubber in many fields, Miss Leora E. Straka, research librarian of the Goodyear Tire and Rubber Co., told the annual meeting of the American Society of Mechanical Engineers in New York. She said that 90 pct of this country's natural rubber supply is threatened by political instability in Indonesia and Communist threats in Malaya and Indo-China.

Meanwhile, she said, the uses of rubber, both natural and synthetic, are multiplying. Synthetic rubber was developed to such a stage during World War II, Miss Straka said, that the natural variety can no longer compete with it in many fields.

Appliance Makers Petition NPA For a Minimum Quantity of Cobalt

A group of users and producers of porcelain enamel informed the National Production Authority in Washington that a shortage of cobalt seriously threatens the output of stoves, plumbing fixtures, cooking utensils, washing machines and other household appliances. NPA officials said that use of cobalt oxide (cobalt mixed with oxygen) would have to be curtailed for non-defense purposes due to increasing military requirements.

The industry group urged that 60,000 lbs. a month be made avail-

House Furnishings Push Living Index To Record

The cost-of-living index touched an all time high in October, the Bureau of Labor Statistics of the Dept. of Labor reported. A 0.6 pct rise in prices from Sept. 15 to Oct. 15 sent the index to 174.8 pct of the 1935-39 base period. This was 0.2 pct higher than the previous record, which was set in August and September 1948. It was 2.7 pct above the last pre-Korean index in June.

Largest increases, said the bureau, took place in house furnishings, which advanced 2.3 pct and apparel, which was up 1.5 pct.

Notable uses of rubber now, she said, include its use in paints and as a leather improver and in road construction.

"Latex and rubber emulsion paints are now available as paints of highly acceptable quality," she said. "The inherent advantages of emulsion paint systems are freedom from toxic solvents, good washability, short drying time, good application characteristics and good shelf aging properties."

"Paints of this type have been formulated in both flat and semi-gloss finishes and are not limited to interior applications. Preliminary results from exterior exposure tests indicate that the behavior of pigments in these emulsion paints is similar to their behavior in oil paint systems."

able for enamel production. This proposal was taken under advisement.

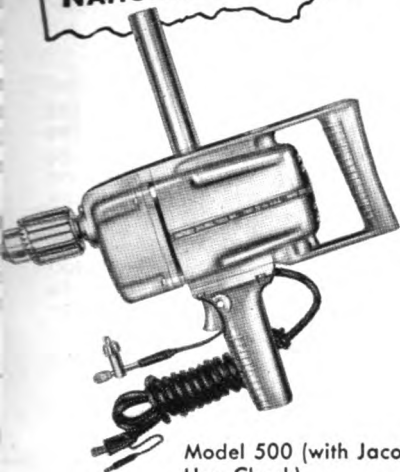
A Porcelain Enamel Institute spokesman stated that if supplies of cobalt oxide are cut 50 pct that production of most consumer goods using porcelain enamel would be reduced by a proportionate amount.

"Frit," the ground coating which is applied directly to the steel as an undercoating for white enamel is made of a mixture of cobalt oxide, ground glass and other materials.

ZEPHYR

PORTABLE ELECTRIC 1/2-INCH DRILL

Consistently Advertised
NATIONALLY



Model 500 (with Jacobs
Hex Chuck)

Retail Price **\$29.65**

Model 510 (with Jacobs
Gear Chuck)

Retail Price **\$34.65**

Check These Features For MORE Drill Sales



Streamline design;
weighs only 9

pounds, but it's powered for rugged, lasting service and engineered for easy, precise handling. Dynamically balanced. Side handle removable for close-quarter drilling. Lock-type, instant-release Cutler-Hammer trigger switch. Full-load speed, 300 rpm.; no-load speed, 450 rpm. Full 1/2" drill capacity. Natural satin finish—a beauty to handle, a winner on sales.

Get new 16 page catalog with full information on the complete line of Portable Electric Tools for farm, home, and shop.



PET PORTABLE ELECTRIC TOOLS, INC.

328 West 83rd Street, Chicago 20, Illinois
In Canada: 369 Danforth Avenue, Toronto 13

Consumers Bought More Durable Goods Last Year Despite Drop in Income

Consumer purchases of durable goods continued at a record level last year despite declines in family income, the Federal Reserve Board concluded in part four of its 1950 survey of consumer finances.

In many instances consumers dipped into savings accounts and cashed war bonds while others assumed new debts in order to continue purchases of durables. According to the FRB study, almost two-thirds of family units which did not save made purchases of some type of durable goods last year. Such buying was done by less than half of the families which continued to save.

Saving by the average family was at a reduced tempo last year, compared with 1948. Net saving amounted to \$9,000,000,000 in 1949, as compared with \$11,000,000,000 in 1948.

Purchases of durables were made more frequent last year by persons under 44 years of age than by older persons. With the younger class acquiring durables more heavily, this category also went into debt more frequently than those who purchased less.

Consumer Durable Goods Are In Better Balance Now

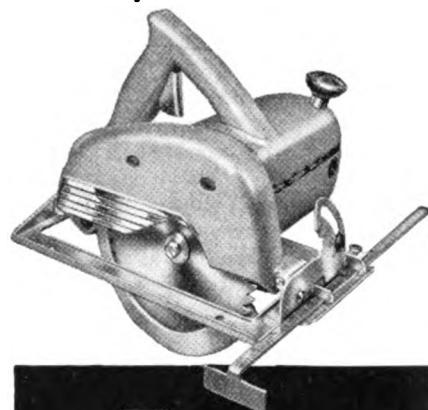
Commenting on the effectiveness of new consumer installment credit restrictions, the Federal Reserve Board said in its November Bulletin that "demand for many types of consumer durable goods, which in the summer was far in excess of supply, has declined and can now be satisfied in more competitive markets."

Tentative estimates, the Board said, indicated continued increases in total outstanding consumer credit in October and thus far in November. It was estimated, however, that the rate at which installment credit was extended in the October-November period was less than in the preceding months and the same period of 1949.

The Board reduced its estimate of outstanding total consumer credit for September to \$19,293,000,000 from a previous figure of \$21,453,000,000. This was done by reducing September estimates on single-payment loans from \$3,342,000,000 to \$1,182,000,000 by eliminating all loans of more than \$3,000. Complaints have been made that the Re-

Display The Saw That Sells on Sight!

Consistently Advertised NATIONALLY



... with these big sales and performance features!



Weights only 10 1/2 pounds
Angular Adjustment 90° to 45°
Depth of Cut 0" to 2 1/4"
Graduated Ripping Guide
Plus many others

It's designed by experts for easy, fast, precision work. It has perfect balance for one-hand operation, plus plenty of power. Streamline design with motor drive to blade through precision-cut bronze helical gears. Air baffle clears sawdust from line of cut. Safety guard keeps blade covered when not cutting—automatic return. Complete with 6 1/4" combination blade; 10-foot, rubber-covered, 3-wire (with ground wire) cord and plug. Other types of blade available.

Beautiful hammerloid-finish, **\$6.95**
steel carrying case, extra...

SEND TODAY. Get new 16-page catalog with full information on the complete line of Portable Electric Tools for farm, home, and shop.



PET PORTABLE ELECTRIC TOOLS, INC.

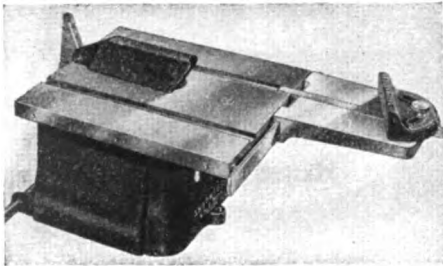
332 West 83rd Street, Chicago 20, Illinois
In Canada: 369 Danforth Avenue, Toronto 13

BUZZ SAW SAYS:

What tool would you recommend as the first power tool for your customer to buy?

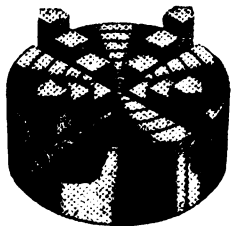
Most people buy a Circle Saw. There are four Circle Saws in the SHOPMASTER Line—7" Tilting Arbor at \$42.95, 8" Tilting Arbor Saw at \$69.95, 8" Tilting Table at \$51.50, and the 10" Floor Model Tilting Arbor at \$99.95. The tool to be purchased depends on the type of work a person is planning to do. I'd recommend a Band Saw for the average home workshop user, as nearly everything that can be done with a Circle Saw is possible with a Band Saw, but, in addition, a Band Saw can make curved and irregular cuts. There are two SHOPMASTER Band Saws—the 10" at \$43.95, and the large 12" size at \$71.45.

How can the working surface of a Circle Saw or Band Saw be increased?



The above photo shows the new SHOPMASTER Front Extension which slides on the rip fence track and adds 9" of working surface in front of the blade. This extension will also fit on the Band Saws. (FE-1210 at \$3.45.)

How can irregular shaped items be held in a lathe?



There is a SHOPMASTER four-jaw chuck, threaded $\frac{3}{4}$ "-16 thread for most popular lathes. This precision SHOPMASTER chuck is only \$9.95 (Y-511).

(Prices shown are in Zone 2. Slightly lower in Zone 1.)

SHOPMASTER Tools are stocked by leading jobbers everywhere.



serve Board's consumer credit figures have been too high and it was contended that most loans above \$3,000 could not strictly be considered in the "consumer" loan class.

Instalment Credit on Books Fell Sharply in October

Consumer instalment credit outstanding in October was down considerably the Federal Reserve Board has estimated. The rise in this item was only \$42 million dollars. In each of the preceding five months it had increased more than \$300 million.

The decline was attributed to the effect of Regulation W, together with less scare buying and a possible pre-Christmas sales lull.

The \$42 million increase was smaller than that in the same month of other postwar years, with the exception of October, 1948, which was the first month after the reissuance of Regulation W as a temporary anti-inflationary measure.

Hardware Sales 15½% Above October 1949

Retail hardware store sales in October, while slightly below those in September, were 15½ pct higher than in the same month of 1949.

The 10-month total for 1951 is 5 pct greater than for the same period of 1949. The Dept. of Commerce preliminary estimates are:

	(000,000 omitted)		
	1950	1949	1948*
Jan.	\$167	185	202
Feb.	168	181	198
Mar.	164	171	196
Apr.	166	177	200
May	176	183	198
June	189	177	198
July	210	177	196
Aug.	210	165	200
Sept.	198	168	196
Oct.	192	166	191
	1840	1750	1975
Nov.		165	188
Dec.		173	191
TOTALS		2088	2354
* Revised data.			

Appliance Production Will Be High in 1951 Despite Metal Cutbacks, Distributors Told

E. R. Taylor, general sales manager of Hotpoint, Inc., cautioned more than 400 distributors and members of the district sales organization attending a two-day meeting, that while the appliance industry is in a very healthy position, it is impossible to predict what inroads national defense requirements will make on the appliance business in 1951.

Mr. Taylor revealed that his company is having its best sales year now. Billing for the month of September was greater than in the entire year of 1940. Dish-Washer shipments in October exceeded the entire output for 1946.

Reviewing sales records made this year, E. E. McEwan, manager of market forecasting, said that 1950 was another abnormal year in the appliance business. The "Korean" market was characterized by sharp increases in replacement sales. Refrigerator sales during this period were 72 pct replacement, compared with 50 pct that could normally be expected at this season. Similar increases in replacement sales occurred with other appliances.

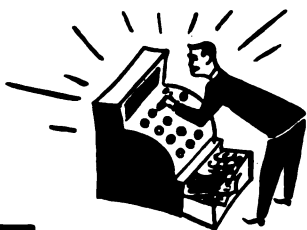
Range sales of the industry, this year, are estimated to reach

1,800,000, an increase of 80 pct over last year, according to Mr. McEwan. Before Korea, total shipments for the year were estimated at over 1,400,000, indicating that 400,000 ranges were taken from the future market.

Mr. McEwan explained that even without restrictions, "we could hardly expect 1951 to equal 1950." Assuming a 25 pct cutback in range output, the industry would make 1,350,000—a very healthy business and far above average for the postwar period. Automatic washers should reach 1,500,000, a 76 pct increase over 1949. Even a 30 pct reduction would make 1951 the second biggest year in the business.

In view of expected replacement sales and new home construction, it is believed that consumers could absorb 4,500,000 refrigerators in 1951. In other words, the industry could tolerate a 27 pct cutback without decreasing the sales effort required to move this volume.

Mr. McEwan stated that if defense requirements were to amount to an average cutback of around 30 pct, appliance output in 1951 could be extremely high



Easy way to roll up easter sales!



Feature this striking "Ten-Strike" display on your counter, and you'll see how fast these popular, nationally-advertised casters will move!

"Caster sales doubled!"—that's a typical remark we keep hearing from dealers everywhere. This can be your experience, too—if you display "Ten-Strike" prominently.

Don't delay another day in taking advantage of this compact 12 in. x 6 1/2 in. caster department. Types and sizes (numbered for quick identification) to meet 90% of your customer's needs.

If you don't already have one, a small stock order will bring it at no charge. See your distributor, or write

THE BASSICK COMPANY

Bridgeport 2, Conn.

Division of
Stewart-Warner Corp.

In Canada:
Bassick Division,
Stewart-Warner-
Alomite Corp., Ltd.
Belleville, Ont.



Bassick

MAKING MORE KINDS OF CASTERS
MAKING CASTERS DO MORE

Lack of Enameling Steel Has Hit Sink Production

Despite fluctuating economic conditions and the steel shortage it is expected that the steel kitchen industry will mark up gains in 1950, announced J. E. Guertin, administrative assistant to the general sales manager, American Central Division—Avco Manufacturing Corp.

In announcing that American Kitchen sales this year exceeded 1949 sales by 100 pct, Mr. Guertin said the critical steel shortage, especially in heavy gage enameling steel vitally needed in sink production, may prove to have caused below-capacity production by as much as 25 pct for 1950. American Kitchens has a temporary allocation policy.

Regarding the new restrictions on credit buying and building, Mr. Guertin said, "Regulation W should not affect the kitchen business as much as other appliances because the FHA provisions of buying (10 pct down, 30 months to pay) can be met."

Steel, Zinc Shortages Hit Makers of Enamel Ware

Shortages of materials, especially steel and zinc, are reported to be affecting the output of many manufacturers of enameled ware. In some cases manufacturers are reported to have cut the number of items in their lines in order to maintain deliveries on staple wares. Continued heavy demand for enamel ware has resulted in some makers falling behind on deliveries.

One company reported it was behind on some items but up to date on others, depending on how it was getting shipments of steel for its different requirements.

Enamel ware manufacturers also expect to feel by the end of the year the effects of the order reducing cobalt supplies for civilian uses. Plans are being made to experiment with substitutes in an effort to overcome possible production drops as a result of the cobalt order.

Lisk-Savory Corp., with plants in Buffalo and Canandaigua, N. Y., was reported to have ceased production of some items on account of the supply situation, which was said to be getting worse. This company recently raised prices on housewares 8 pct and was said to be hopeful that the schedule could be kept into 1951. Inventories were reported

Three of a kind that win every time!

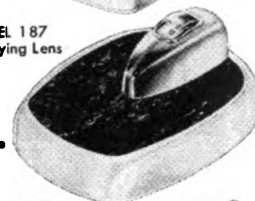
1

MODEL 161
Magnifying Lens



2

MODEL 187
Magnifying Lens



3

MODEL 134
Airplane Dial



Health-o-Meter



Bath Scales

Leadership for over 30 years is no accident! Ever since 1919, when Health-o-Meter introduced the first bath scale, we have followed one objective—to build precision weighing instruments that perform accurately for the longest possible time. That is why Health-o-Meter Scales have the acceptance of the medical profession and why they are preferred in thousands upon thousands of homes.

You can count on Health-o-Meter Scales for the kind of product acceptance that means a ready market and substantial profits. Get your share of this profitable business by making Health-o-Meter Scales your line of bath scales.



CONTINENTAL SCALE CORPORATION
5701 S. Clemont Avenue • Chicago 36, Illinois

STOCK

the TOP NOTCH line of
CHICAGO

"Safety plus" Hexagon
Head Cap Screws
(Bright or Heat Treated)
for These TOP NOTCH reasons:

• **Constant Demand**—The constant demand for the "Chicago" line makes it easier to sell—it's the line for replacement used in original assembly in all fields of manufacture. Why?

• **They're Stronger**—More uniform—give a perfect fit for every replacement need, and . . .

• **They Cost Less**—They fasten faster and tighter—resulting in lower ultimate costs to your customer, which makes them "easier to sell."

• **Better Service**—Increased "Chicago" plant facilities and production means "round the clock" service, higher quality, better packaging, and a more complete line. Yes, here is a greater profit line for you to feature—all four ways.

Remember to ask for these "Chicago" products from your hardware distributor:

Hexagon Head Cap Screws, Steel and Brass • Square Head and Headless Cup Point Set Screws • Semi-Finished Hexagon Nuts, Steel and Brass • Hexagon Castillated Nuts • Fillister and Flat Head Cap Screws • Taper Pins • Milled Studs • Socket Head Cap Screws • Socket Set Screws • Socket Pipe Plugs • Stripper Bolts or Shoulder Screws • Square Head Dog Point Set Screws • Keys, Assortments and Kits.

The CHICAGO SCREW COMPANY
2509 WASHINGTON BLVD., BELLWOOD, ILL.
Established 1872

running low. Lack of sufficient raw materials was said to be adversely affecting sales.

Columbian Enameling & Stamping Co. has eliminated some sizes in order to make steel supplies go further. Sales volume was reported a little above that of a year ago. There was some drop in inventories.

Some Cosco Models Dropped; Price Increases Announced

Hamilton Manufacturing Corp., Columbus, Ind., announced a price increase, effective Nov. 16. While this is the company's third price increase it was stated that this was the first general revision and that only five of 26 Cosco models have had more than one boost.

Utility table prices were lifted \$1 and the increase ranged from 30 cents to \$1 on all other items, with most kept at 50 cents.

Certain models in the Cosco lines have been temporarily discontinued on account of the steel shortage. These include the 11C step stool and 8H and 8K utility tables.

Emerson Cuts Distributor Allotments 20% on TV

A 20 pct reduction in television receiver allocations to distributors has been announced by Emerson Radio and Phonograph Corp. A cutback in production of the same amount between now and the end of the year was the reason given for the action. The cutback was necessitated by curtailment of supplies of raw materials and certain components, a company official stated.

Other large producers may make some cut in production during December. The Radio-Television Manufacturers Association has indicated that suspension of operations by some smaller plants may take place this month due to materials and component shortages.

Six Evinrude Motors Increased in Price

Evinrude Motors, Milwaukee, advanced the price on six models of outboard motors, on Nov. 18. Lightfour prices remain the same.

The motors affected and list prices are: Sportsman, from \$75 to \$85; Sportwin, from \$135 to \$150; Fleetwin, from \$190 to \$210; Fastwin, from \$285 to \$315; Speeditwin, \$270 to \$295, and Big Twin, \$350 to \$390.

THE LAST WORD IN WIRE PRODUCTS

BRASS, COPPER, DARK, TINNED, GALVANIZED
COILS AND SPOOLS
1 OZ. TO 20 LB.
PACKAGES



STOVE PIPE WIRE
COIL AND SPOOL
ASSORTMENT



BRAIDED
PICTURE
WIRE

STRANDED AND SOLID
CLOTHES LINE WIRE
STRANDED AERIAL WIRE
RADIO ACCESSORIES
SOLDER AND PASTE



SOLD THROUGH
JOBBER ONLY
ASK YOURS FOR PARTICULARS

2 BUY WITH CONFIDENCE
ANCHOR
WIRE CORPORATION
183-16 JAMAICA AVE.
JAMAICA 3, LONG ISLAND, NEW YORK



Scientific design, precision construction, and top-quality materials . . . backed by BLAIR'S seventy years' experience... make this the outstanding mower in the medium-priced field.

The
Homestead

BLAIR
LAWN MOWERS

BLAIR MANUFACTURING CO.

Telephone 2-7449

SPRINGFIELD 7, MASSACHUSETTS



Peace
on
Earth,

Good
Health
to
Children



For the sake of your children, buy and use Christmas Seals.

Thanks to Seals, children today have a far greater chance of escaping TB than you did.

To give them a still better chance, send your contribution today, please.



buy
Christmas
Seals

Because of the importance of the above message this space has been contributed by

Hardware Age

MINERALLAC BEAM CLAMPS

FOR
MOUNTING
HANGERS
ON I-BEAMS



Mounts Minerallac hangers No. 8 to No. 6 on I-beams safely without necessity of drilling holes. Made of heavy gauge zinc plated steel with deep drawn ribs to give needed strength, these durable, light weight beam clamps have 1/4"-20 tapped holes—will fit beam flanges up to 1/2 inch thick. Furnished with case-hardened set screw. Low cost.

Order From Your Electrical Wholesaler
SEND FOR LITERATURE

MINERALLAC ELECTRIC COMPANY
25 North Peoria St. Chicago 7, Ill.

MINERALLAC

The McGill

ALSTEEL

mouse trap



Best test of this proven all-steel nickel-plated trap is its phenomenal repeat sales. Easy automatic set and sanitary release.

McGILL METAL PRODUCTS CO.
MARENGO, ILLINOIS

Consumers' Price Index Up for 8th Straight Month

The consumers' price index of the National Industrial Conference Board rose for the eighth consecutive month, in October; 0.1 pct above September. The housefurnishings component was the highest for the third straight month.

Over the year (October, 1949-October, 1950) the index (all items) has risen 3.5 pct. Base date of the series is January, 1939, as 100.

The purchasing power of the dollar (January, 1939, as 100¢) was 60.2¢ in October, 1950. This represents a decrease of 3.4 pct as against October, 1949, which was valued at 62.8¢.

Coleman Advises Trade About Materials Situation

Clarence Coleman, vice president in charge of manufacturing of The Coleman Co., Inc., Wichita, Kan., in a message to distributors and dealers on the current manufacturing situation, points out that his company is in very short supply on certain raw materials—especially steel, copper and brass.

Mr. Coleman states that shortages in copper and such copper products as brass is affecting his company's production of small appliances about as much as steel is affecting major appliances. All copper products are on strict allocation.

Although the Coleman Co. has some government contracts in production, it has not been necessary until now to convert any of its major production facilities to military use, Mr. Coleman stated.

Military production amounts to only about 5 per cent of Coleman's total volume at present, and material shortages have been the reason for slower deliveries, he said.

Drop in Shipment of Stoves and Heaters

Manufacturers' shipments of all types of nonelectric heating and cooking equipment in September dropped considerably below August shipments, according to the Bureau of the Census, Dept. of Commerce. Total shipments for the first nine months of 1950, however, were greater than those of the same period of 1949.

Electric range and electric water-

RYERSON STEEL in stock for HARDWARE STORES

Some steel products are in short supply but our over-all stocks are still large and diversified. So contact Ryerson when a customer's order calls for steel you don't carry in regular stocks. We'll gladly cooperate closely on any steel requirement—any steel problem.

PRINCIPAL PRODUCTS

Bars • Structurals • Plates • Sheets
Tubing • Allegheny Stainless • Alloy
Steel • Safety Floor Plate • Babbitt
Solder • Metal Working Tools &
Machinery, etc.

JOSEPH T. RYERSON & SON, INC.

Plants: New York, Boston, Philadelphia,
Detroit, Cincinnati, Cleveland, Pittsburgh,
Buffalo, Chicago, Milwaukee, St. Louis,
Los Angeles, San Francisco

PREMAX

A New Series CASTING ROD

The Pistol Grip



Beautifully-finished, black-enameled formed wood pistol-grip handle and fore-grip on a die-cast aluminum handle with secure locking ring. Hand-fitting! Eye - appealing! Comes in 3 1/2', 4' and 5' lengths. Blade is hi-carbon, oil-tempered steel, in rich metallic bronze finish with red butt sleeve and copper-finished trim. Priced for volume sales! Ask your jobber or send for bulletin today!

PREMAX PRODUCTS
DIVISION CHISHOLM-RYDER CO., INC.

5121 HIGHLAND AVE., NIAGARA FALLS, N. Y.

Digitized by Google

**IT'S SENSATIONAL! FOR
TIGHTENING and LOOSENING
NUTS, BOLTS and SCREWS**

New!

**HKP
PORTER**

IMPAK DRIVER
U. S. PAT. PENDING

When problem nuts, bolts or screws must be turned, why waste time with screwdriver, wrench, cold chisel or hacksaw? Use a Porter IMPAK DRIVER and say GOODBYE to "ornery" screws, bolts or nuts that won't start . . . GOODBYE to hours spent trying to loosen or tighten fasteners in hard-to-get-at places.

Complete Sets
with specially designed attachments including HEX sockets up to 1/2" and two sizes of Phillips and plain screwdriver bits. Ask your jobber (or mill supply house) for complete information.

H. K. PORTER, INC., SOMERVILLE 43, MASS.
PORTER-FERGUSON Auto Body and Fender Repair Tools
PORTER CUTTERS and PORTER PRUNERS

JUST
TWIST and
RAP . . .
TWIST and
RAP

heater shipments, as reported by the National Electrical Manufacturers' Association, were greater in September than in August.

Dormeyer Raises Prices On Three Appliances

The Dormeyer Corp., Chicago, has raised the price on three electric housewares. The Model 4200 food fixer has been increased from \$42.50 to \$46.50; the model 5000 mixer, including meat grinder, from \$34.95 to \$38.50, and the fryer from \$27.50 to \$29.95.

Production Record Set On Household Washers

Factory sales of standard-size household washers in October broke all records, according to industry-wide figures announced by the American Home Laundry Manufacturers' Association. They totaled 439,924 units and edging past the previous high of 433,919, established in September, 1948.

October washer sales were 3.7 pct more than 424,043 in September and exceeded 333,728 in October, 1949, by 31.8 pct.

Sales of tumbler dryers in October totaled 28,882 units, compared to 31,399 in the preceding month, down 8 pct, and 83.3 pct higher than sales of 15,760 in October, 1949.

Factory sales of ironers in October aggregated 47,500, an increase of 14.7 pct over 41,400 in the preceding month and 31.8 pct more than 36,045 in October, 1949.

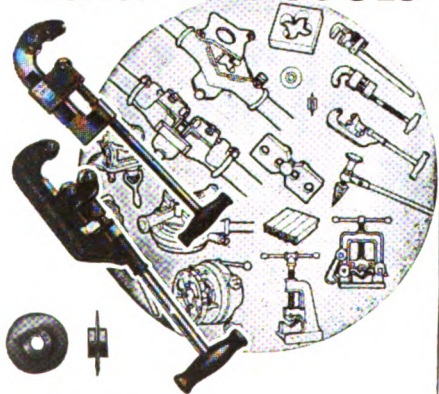
Brush Makers Faced With Shortage of Broom Corn

A shipment of 75 tons of Italian broom corn, recently received here from Italy, is expected to help relieve an expected shortage of household and industrial brooms in this country next year.

According to the National Broom Manufacturers and Allied Industries Association, the manufacturers are faced with the most serious shortage of broom corn, next year. Drought, excessive rain and cold weather have reduced the normal crop from 44,000 tons to an estimated 26,000 tons this year. Heavy armed services purchases have aggravated the shortage. Crop prices have skyrocketed from \$265 to \$510 per ton.

About 30 pct of the annual production is used by industrial plants and housewives get the balance.

ARMSTRONG BROS. Better PIPE TOOLS



PIPE CUTTERS

"ARMSTRONG BROS." Three wheel and Standard wheel and roller Pipe Cutters are quality cutters throughout . . . built to give years of good service.

"ARMSTRONG BROS." drop forged Pipe Cutters are built for lifetime service with 1-piece drop forged steel heat treated body and a replaceable hardened steel nut to take up the wear and thrust of handle screw. Used either as 1-wheel (with 2 rollers) or 3-wheel (for close quarters).

"ARMSTRONG BROS." Knife Blade Cutter Wheels are machined from special alloy tool steel properly heat treated. They cut rapidly and easily, hold their keen edge.

ARMSTRONG BROS. TOOL CO.
"The Tool Holder People"
5214 W. ARMSTRONG AVENUE • CHICAGO 30, ILL.

EMBURY Luck-E-Lite HIGHWAY TORCHES



- ★ Weather Guard Burner
- ★ Cam-lock Burner Hood—no threads to strip
- ★ Easy to Fill
- ★ LUCK-E-LITE Ring Chain—easy to carry and place.
- ★ Non-tipping

For More LUCK-E-LITE Facts, Write
EMBURY MANUFACTURING CO.
WARSAW • NEW YORK



New Machine Tool Orders Continued High in October

New machine tool orders continued at a high rate during October, the preliminary monthly report of the National Machine Tool Builders' Association showed. Foreign orders especially, showed a substantial increase over previous months.

The new order index of the association for October was 290.5, compared with 280.6 in September and 305.1 in August and 56.8 in October, 1949. Base of the index is the average annual shipments for the three years 1945-1947 as 100. Annual shipments averaged about \$354 million for the industry for that period.

The index rating of foreign orders included in the total was 88.8 for October, as against 27.2 in September and 13.7 in October, 1949. This was the largest volume of foreign orders since December, 1944.

There was a slight drop in tool shipments in October, with an index figure of 101.1 compared with 101.6 in September. However, this was substantially above the 62.3 for October, 1949.

Central Heating Shipments 12 Times Pre-war Average

Gas-fired central heating equipment shipments for the first 10 months of 1950 totaled 883,000 units, a 66.7 pct rise over the same 1949 period, reported the Gas Appliance Manufacturers Association. Shipments were 12 times the pre-war (1936-1940) average for the period.

Shipments of furnaces amounted to 505,000 units, a rise of 116.9 pct over the previous year. Boiler shipments totaled 65,400, a 71.7 pct gain. Conversion burners shipments totaled 313,200 units, a 20.8 pct rise over the same 1949 period.

5 Million Farms With Power Market for Water Systems

Next year should provide the greatest potential market for electric water systems, according to the National Association of Domestic and Farm Pump Manufacturers.

In 1939 there were 1,750,000 farms with electricity. In the next decade 3,200,000 more farms were electrified, even with a war taking place. Since 1949, the total number of electrified farms has increased to five million or more.

Seasons Greetings



"Carrying the load since 1868"

- faster turnover • less outlay
- more customers and profit
- less inventory • less work

with
21

• COMPLETE LINES
OF BUILDERS HARDWARE

OFFERED BY

Skillman
HARDWARE
MANUFACTURING CO.

TRENTON • 4 • NEW JERSEY • USA

DECTO-STICK FURNITURE REPAIR KIT



A. specially
compounded stick,
that

Fills and Colors
NICKS - DENTS - GOUGES
in natural-finished or stained wood-
work, furniture, leather and plastics.



RUB IT IN THAT'S LEVEL IT OFF ALL !!

Display card holds 12 cellophane bags, each containing a complete kit of 4 Decto Sticks (dark mahogany, light mahogany, walnut and maple) a scraper and instructions.

SOLD THROUGH JOBBERS

Decto Products Co.
SALEM 4 MASS

Burrite PLASTIC HOUSEWARES

GUARANTEED

...Every Burrite Product is made of the finest materials and workmanship... Colors are permanent... Burrite Products assure complete satisfaction, under all normal use.

This label moves merchandise

The Burrite guarantee label is our contract with your customers for quality and performance. It creates not only initial sales but assures you of big volume repeat business. It is only because of this huge volume that we are able to produce Burrite quality at prices competitive with ordinary lines.

These exclusive Burrite features make the difference with your customers.

- Extra fine detailing and finishing
- Clean, uniform, permanent colors
- Original, distinctive styling
- Extra heavy weight materials
- The famous "Burrite Guarantee"

Write today for prices, samples and information.

BURROUGHS MFG. CORP.

3831 VERDUGO RD. • LOS ANGELES 65, CALIF.



Hardware and allied trade events up-to-date in each issue of Hardware Age

National Events

International Heating and Ventilating (Air Conditioning) Exposition, Jan. 22-26, Commercial Museum, Philadelphia, Pa. Charles F. Roth, 480 Lexington Ave., New York, N. Y., Manager.

Housewares and Home Appliance Manufacturers' Exhibit, Jan. 18-25

at the Navy Pier, Chicago. A. W. Buddenberg, National Housewares Manufacturers Assn., 1140 Merchandise Mart, Chicago 54, secretary.

National Sportsmen's and Vacation Show, Feb. 7-25, Grand Central Palace, New York City.

Regional Events

Ace Hardware Corp. convention and exhibit, Jan. 29-31, Stevens Hotel, Chicago. E. G. Lindquist, Ace Hardware Corp., 2355 S. Blue Island Ave., Chicago 8, secretary.

American Hardware Supply Co. Merchandise Fair and Stockholders' Meeting, Jan. 29-30 at company headquarters, 41 Terminal Way, South Side, Pittsburgh 19, Pa. Wm. M. Stout, executive vice-president and general manager.

Buffalo Sports and Boat Show, March 10-18, 65th Regiment Armory, Buffalo, N. Y.

Builders' Hardware Conference (Pacific Coast), April 24-26, at Victoria, B. C., sponsored by Districts 18, 19, and 20 of the National Contract Hdwe. Assn. and the American Society of Architectural Hdwe. Consultants. Managing director Consultant's group, John R. Schoemer, 420 Madison Ave., New York City.

Chicago International Sports and Outdoor Show, March 2-11, International Amphitheatre, Chicago, Ill.

Coast-to-Coast Stores annual meeting, Feb. 4-7 at Nicollet Hotel, Minneapolis, Minn. Mastercraft convention for sales people, April 15-17. York Langton, trade extension manager, Coast-to-Coast Stores Central Organization, Inc., 43 Main St. S.E., Minneapolis, Minn.

Cotter & Co. Stockholders' Meeting and Spring Merchandise Show, Feb. 5-6 at company headquarters, 365 E. Illinois St., Chicago 11.

Detroit Congress Sportsmen's and Detroit News Travel Show, March 31-April 8, State Fair Grounds, Detroit, Mich.

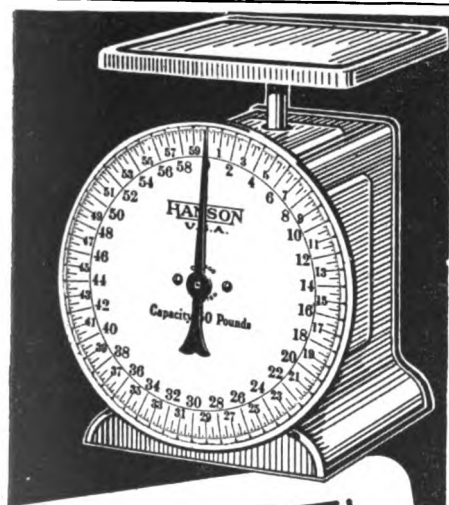
Franklin Hdwe. & Supply Co. annual stockholders' convention, Feb. 6, at company's warehouses and offices, 918-928 N. Delaware Ave., Philadelphia 23, Pa.

Gift Shows, Feb. 4-9, at Merchandise Mart, San Francisco; Feb. 11-15 at the Olympic Hotel, New Washington Hotel and Terminal Sales Bldg., Seattle, Wash.; Feb. 18-21 at Portland Hotel, Portland, Ore.

Marshall-Wells Stores, Congresses: Duluth, Minn., Feb. 5-7; Portland-Seattle (at Portland, Ore.), Feb. 12-14; Spokane, Wash., Feb. 15-16; Billings, Mont., Feb. 19-20. Sponsored by Marshall-Wells Co., Duluth 1, Minn.

Rehm Hardware Co., dealer convention and merchandise exhibit, Feb. 21-22, at company office and warehouse, 1501 Blue Island Ave., Chicago, Ill.

Wisco Hardware Co. Merchandising School and Sales Show, Jan. 29-31, at company headquarters, 15 So. Brearly St., Madison, Wis.



HANSON
60 Pound
UTILITY SCALE
No. 2060

For industrial and farm weighing requirements. Sturdy, accurate all steel construction. Platform 7" square. Overall 10½x7¼x8" with 8" diameter, easily read dial. Adjustment for scoop or container. Shipping weight 8½ pounds. Capacity 60 pounds by 2 ounces.

SEE YOUR JOBBER
HANSON SCALE CO.
525 N. ADA ST., CHICAGO 22, ILLINOIS

We're Working round the clock
24 hours daily to meet demand
for **EXACT**
ALUMINUM AND
WOOD LEVELS

**LARGEST
MAKERS OF
HIGHEST
QUALITY
LEVELS**

*Attractively Priced
and made in
Two Complete Lines*
**EXACT-ECONOMAT
LEVELS**
to meet all Price Competition
Sold thru leading Wholesalers

**NATIONAL
REPUTATION
FOR
SUPERIORITY
IN
CONSTRUCTION
ACCURACY
AND
FINISH**

EXACT LEVEL & TOOL MFG. CO., INC.
HIGH BRIDGE NEW JERSEY

**Turn Customer Traffic
into Wrench Sales!**

**WISE-GRIP
WRENCH
DISPLAY BOARD**

Here's a real "salesmaker" that
increases WISE-GRIP sales! Puts a
selected variety of wrenches at your
customers' fingertips. Displays all
the wrenches you need for fast turn-
over . . . bigger profits. Board is
of permanent plywood, finished in
4 colors. Requires little space.
Has easel for standing—holes for
hanging.

BOARD IS FREE! You Pay Only For 6 Tools!

One No. 7 (7" Standard)	One No. 10 (10" Standard)
One No. 7C (7" New Model without cutter)	One No. 10C (10" New Model without cutter)
One No. 7W (7" New Model with cutter)	One No. 10W (10" New Model with cutter)

**WISE-GRIP LOCKS . . . CLAMPS . . . TWISTS . . . TURNS . . . PULLS . . .
CUTS . . . RATCHETS!** Easily adjusted to plier's action.

Order from your jobber.

Manufactured **WISE** Only By
PETERSEN MFG. CO., INC.
Dept. HA-12 DeWitt, Nebr.

NEW
WRIGHT Galvanized Wire Strand on 6 1/2" steel
spool. A product of many uses—guy wire
for radio and television antennae and many
other installations where a strong brace wire
is needed—emergency repairs, binding and
strapping, temporary enclosures—electric
fences, clothesline.

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.

**HURRICANE
POWER MOWERS**
Cut a Wide Swath of PROFITS
FOR YOU!

**2 great proven
power lawnmowers**

HURRICANE JUNIOR For the Small City Lawn	HURRICANE For the Big Lawn
---	---

A 1950 SELLOUT!
HURRICANE is the sturdy, dependable, rotary power
mower that sells quickly . . . makes happy customers.

SALES-MAKING HURRICANE FEATURES

- 4-cycle, 1 1/2-2 h.p. gasoline engine.
- Automatic governor for constant speed.
- Full-floating friction drive.
- Tempered steel fan-tip rotary blade.
- Rust-proof, silver-plated drive shaft.
- Lightweight malleable aluminum chassis.
- Ball-bearing wheels.

HURRICANE SELLS ITSELF!
Orders accepted right now for prompt delivery!

ATTENTION JOBBERS:
A few choice territories open. Contact us at once!

NATIONAL METAL PRODUCTS CO., INC.
Dept. H-6, 2722 Cherry Street
Kansas City 8, Mo.
Send me Hurricane literature, prices and selling features.

Name _____
Address _____
City _____
Zone _____ State _____

Digitized by Google

The name "Dazey"
on "Kitchen Helps"
means **Quality**

The following guarantee is enclosed with each Dazey product • Can Openers • Juicers • Knife and Scissors Sharpeners • Ice Crushers • Egg Beaters • Household Scales • Nut Crackers • Jar Openers and Sealers • Coffee Dispensers . . . and other items

GUARANTEE...

The DAZEY CORPORATION has been in business constantly for 50 years. No guarantee implied or written could mean more to the consumer.

All DAZEY products are guaranteed to be free from defects in material and workmanship, and if found defective, will be repaired or replaced.

This guarantee is **NOT LIMITED** to any number of years. It may be construed as

5, 10, 20, 25 or 50 years.

Be sure



DAZEY

DAZEY CORPORATION • ST. LOUIS 7, MISSOURI

The name "Dazey" on "Kitchen Helps" is equivalent to the mark "Sterling" on silver

**THE BEST KNOWN
NAME IN
WORK
GLOVES**

ASK YOUR WHOLESALE
THE BOSS MFG. CO., KEWANEE, ILL., U. S. A.

State Events

Alabama Retail Hdwe. Assn., annual convention and exhibition, April 25-26, at Admiral Semmes Hotel, Mobile. Secretary, Mrs. Euna G. Ramsey, 509 N. 19th St., Birmingham 3.

Arkansas Retail Hdwe. and Impl. Assn., convention and exhibit, Feb. 18-19. Little Rock, Ark. Headquarters, Lafayette Hotel. Exhibit, Robinson Memorial Auditorium. Executive Secretary, Wayne Tisdale, Lafayette Hotel, Little Rock.

California Retail Hdwe. Assn., convention and exhibit, Feb. 19-22, Fairmount Hotel, San Francisco. Secretary, LeRoy Smith, 1355 Market St., San Francisco.

Connecticut Hdwe. Assn., convention and exhibit, Jan. 24, Stratford Hotel, Bridgeport. Secretary, Ned Russell, Harris Hdwe., Southport.

Florida and Georgia Retail Hdwe. Assns. joint convention and exhibit, May 7-9, Geo. Washington Hotel, Jacksonville, Fla. Executive Manager, William W. Howell, Waycross, Ga.

Illinois Retail Hdwe. Assn., convention and exhibit, Jan. 30-Feb. 1, State Armory Bldg., Springfield. Managing Director, Wm. W. Ewert, 1194 Merchandise Mart, Chicago 54.

Indiana Retail Hdwe. Assn., convention and exhibit, Jan. 30-Feb. 1, Indianapolis. Headquarters, Hotel Lincoln. Exhibit, Murat Temple. Managing Director, G. F. Sheely, 333 N. Pennsylvania St., Indianapolis 4.

Intermountain Assn. convention, Jan. 26-27, at the Hotel Utah, Salt Lake City. Secretary, Leon L. Weeks, 224 Continental Bldg., Boise, Idaho.

Iowa Retail Hdwe. Assn., convention and exhibit, Feb. 6-9, Des Moines. Headquarters, Hotel Savery. Exhibit, Iowa Exhibit Bldg., State Fair Grounds. Secretary, P. R. Jacobson, Mason City.

Kentucky Retail Hdwe. Assn., convention and exhibit, Feb. 6-8, Brown Hotel, Louisville. Secretary, D. W. Laws, 501 Republic Bldg., Louisville.

Louisiana Retail Hdwe. Assn., convention, March 11-13, at the Evangeline Hotel, Lafayette, La. Secretary, David O. Mansfield, 226 S. State St., Jackson, Miss.

Michigan Retail Hdwe. Assn., convention and exhibit, Jan. 16-18, Detroit. Headquarters, Statler Hotel. Exhibit, Convention Hall. Manager, Harold W. Schumacher, 1916 Olds Tower Bldg., Lansing.

Minnesota Retail Hdwe. Assn., convention and exhibit, Jan. 23-25, Minneapolis. Headquarters, Curtis Hotel. Exhibit, Auditorium. Manager,

C. J. Christopher, 2110 Nicollet Ave., Minneapolis 4.

Mississippi Retail Hdwe. and Impl. Assn., convention and exhibit, June 3-5, Buena Vista Hotel, Biloxi. Secretary, David O. Mansfield, 226 S. State St., Jackson.

Missouri Retail Hdwe. Assn., convention and exhibit, March 6-8, Jefferson Hotel, St. Louis. Secretary, M. E. Pohlman, 812 Olive St., St. Louis.

Mountain States Hdwe. and Impl. Assn., convention, Jan. 23-25, Cosmopolitan Hotel, Denver, Colo. Secretary, Francis W. Reich, 1233 Spruce St., Boulder, Colo.

Nebraska Retail Hdwe. Assn., convention and exhibit, Feb. 13-15, Omaha. Headquarters, Paxton Hotel. Exhibit, Auditorium. Secretary, C. A. McCoy, 325 Insurance Bldg., Lincoln 8.

New England Hdwe. Dealers' Assn., convention and exhibit, Feb. 20-22, Statler Hotel, Boston, Mass. Executive Secretary, Russell B. Mueller, 185 Dartmouth St., Boston 16.

New York State Retail Hdwe. Assn., convention and exhibit, Feb. 27-March 1, Buffalo. Headquarters, Statler Hotel. Exhibit Auditorium. Secretary, Nicholas H. Kiley, 904 Hills Bldg., Syracuse 2.

North Dakota Retail Hdwe. Assn., convention and exhibit, March 19-21, Fargo. Headquarters, Gardner Hotel. Exhibit, Sports Arena. Secretary, Frank M. Bayer, 54½ Broadway, Fargo.

North Coast Retail Hdwe. Assn., convention, Feb. 11-13, Olympic Hotel, Seattle, Wash. Secretary, D. D. Stewart, 714 American Bldg., Seattle 4.

Ohio Hdwe. Assn., convention and exhibit, Feb. 13-15, Cleveland. Headquarters, Statler Hotel. Exhibit, Auditorium. Secretary, John B. Conklin, 198 S. High St., Columbus.

Oklahoma Hdwe. and Impl. Assn., convention and exhibit, Feb. 6-8, the Auditorium, Oklahoma City. Executive Secretary, R. K. Thomas, 711 Wright Bldg., Oklahoma City 2.

Pennsylvania and Atlantic Seaboard Hdwe. Assn., convention and exhibit, Feb. 6-9, Philadelphia. Headquarters, Bellevue-Stratford Hotel. Exhibit, Convention Hall. Secretary, W. Glenn Pearce, 1616 Walnut St., Philadelphia 3.

South Dakota Retail Hdwe. Assn., convention and exhibit, March 13-15, Sioux Falls, S. D. Headquarters, Cataract Hotel. Exhibit, Coliseum. Secretary, O. R. Baily, 300 S. Jefferson Ave., Sioux Falls.

MORE

TAPE VALUE

IN THESE
NAMES

Panther

Dragon

"The tape with
the yellow core"

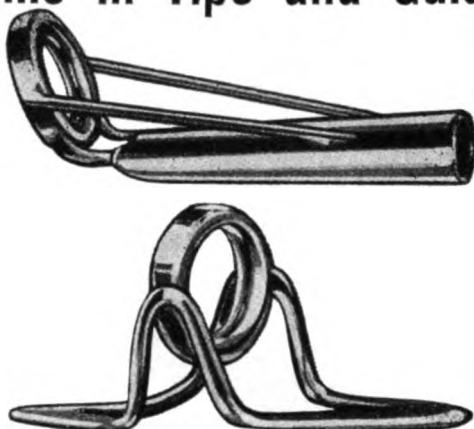
*Ask for them
by name...*

OKONITE
MAKERS OF

SOLD ONLY
THROUGH
RECOGNIZED
WHOLESALERS

Panther and Dragon
friction and rubber tapes

VARMAC—the Quality Name in Tips and Guides



Specially designed rings with full inside radius have only one point of wear, which means longer life for line and mounting—silver soldered joints—highly polished—heavy hard chrome plated. That's why VARMAC is the quality name in tips and guides. Unconditionally guaranteed to give complete customer satisfaction. See your jobber. Write for 1951 Catalog illustrating, describing and pricing the complete line of VARMAC Rod Components.

VARMAC MANUFACTURING COMPANY

DIVISION OF GEORGE HINE PRODUCTS CO.

4100 Ocean Park Blvd.

Venice, Calif.

**GOING GREAT
GUNS!**



Duraduck
decoys

Have you gotten your Duraduck decoy window decal? It's a beautiful 8 color reproduction of a Mallard Drake in full flight. Looks wonderful on glass, covers an area 7" x 7". Can be applied to any smooth surface in a minute. It's free... to get yours just send us your name and address.

Duraduck



Rubber Products Division

DEWEY and ALMY Chemical Company

Cambridge 40, Mass. • Montreal 32, Canada

**MORE SALES
FOR YOU With this
"NOBLE.22"**



.22 Cal.
HAMMERLESS
SLIDE ACTION
REPEATING
RIFLE

AT A NEW
LOW
PRICE

**TERRIFIC
VALUE!**



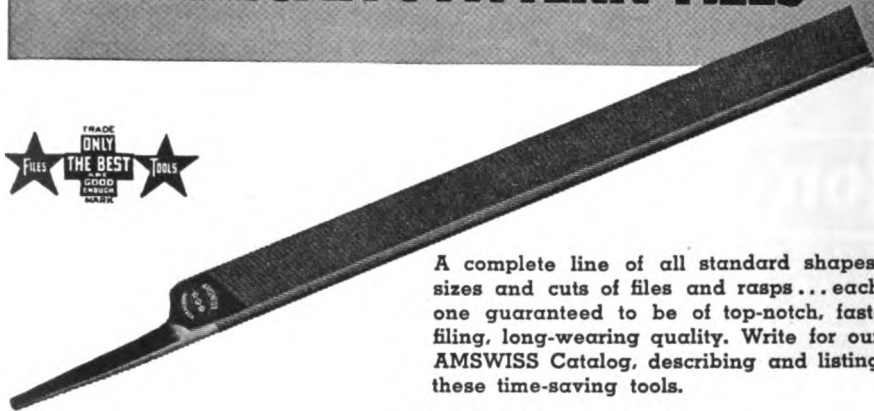
**MODEL
"33"**
AVAILABLE STOCKED
IN WALNUT OR TENITE

More sales for you with this new, dependable and accurate Noble .22 cal. rifle—bought by more and more shooters everyday.
Order from your jobber.

NOBLE MFG. CO.
HAYDENVILLE, MASS.

Amswiss

AMERICAN-PATTERN FILES



A complete line of all standard shapes, sizes and cuts of files and rasps... each one guaranteed to be of top-notch, fast-filing, long-wearing quality. Write for our AMSWISS Catalog, describing and listing these time-saving tools.

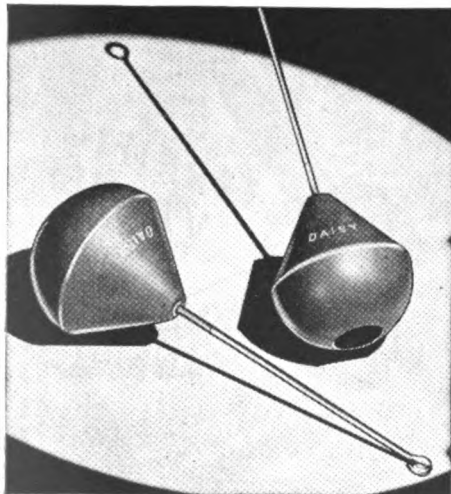
Buy through our Distributor

AMERICAN SWISS FILE & TOOL CO.

865 MT. PROSPECT AVE., NEWARK 4, N. J.

Also manufacturers of Swiss-Pattern files, milled curved tooth files, rotary files, and mechanics' hand tools.

"DAISY" LINE Tank Balls



In offering your customers DAISY Tank Balls you offer sure-acting, long lasting tank balls at a popular low price. There are no finer quality tank balls made. Write today for our low prices and new catalog.

SCHACHT RUBBER MFG. CO.

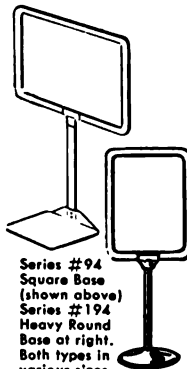
DEPT. H

HUNTINGTON, IND.

REEVE DISPLAY EQUIPMENT
Sells MORE for YOU

REEVE *ShureSell*
TRADE MARK
CARD HOLDERS

Cards slide smoothly into place — are fully enclosed with no trimming of corners... Curved edges — heavy rims — smooth corners, joints and rivets — sparkling chrome finish. Complete description of types and sizes in our



Series #94
Square Base
(shown above)
Series #194
Heavy Round
Base at right.
Both types in
various sizes,
horizontal
and vertical.

NEW CATALOG



Send for it today! Hundreds of new improved items from ticket holders to large island display units.

REEVE COMPANY

"Serving America's Retailers since 1913"

2220 S. Grand Ave., Los Angeles 7, Calif.

Southern California Retail Hdwe. Assn., convention and exhibit, Feb. 20-22, Long Beach. Headquarters, Wilton Hotel. Exhibit, Auditorium. Secretary, A. C. Kammeier, 416 W. 8th St., Los Angeles 14.

Tennessee Retail Hdwe. Assn., convention, Feb. 18-20, Farragut Hotel. Knoxville. Secretary, Morris Jones. P. O. Box 784, Nashville.

Texas Hdwe. and Impl. Assn., convention and exhibit, Jan. 15-17, San Antonio. Headquarters, Plaza Hotel. Exhibit, hotel and Transit Tower. Secretary, R. M. Souder, 822-23 Texas Bank Bldg., Dallas 2.

Tri-State Hdwe. and Impl. Assn., convention, Feb. 12-13, Herring Hotel, Amarillo, Tex. Secretary, M. D. Shepherd, Canyon, Tex.

Virginia Retail Hardware Assn., convention and exhibit, March 27-29, Roanoke. Headquarters, Hotel Roanoke. Exhibit, American Legion Auditorium. Secretary, G. T. Omohundro, Jr., Scottsville, Va.

Western Retail Impl. and Hdwe. Assn., convention and exhibit, Jan. 15-18, Municipal Auditorium, Kansas City, Mo. Secretary, William J. Shaw, 3915 Main St., Kansas City, Mo.

West Virginia Hdwe. Assn., convention and exhibit, Feb. 19-21. Daniel Boone Hotel, Charleston. Secretary, James C. Fielding, 1628 McClung St., Charleston.

Wisconsin Retail Hdwe. Assn., convention and exhibit, Feb. 6-8, Milwaukee. Headquarters, Hotel Schroeder. Exhibit, Auditorium. Secretary, H. A. Lewis, Stevens Point.

HARDWARE HUMOR

By Hardware Age



-ALI-

"This one does 'em light, dark and burnt."

LIKE THE HALLMARK
ON
fine silver



THIS FAMOUS TRADEMARK
MEANS
fine cutlery

Whatever the item, pen knives or sheath knives, shears or scissors, carving sets or poultry shears, kitchen knives or kitchen shears, the Tree Brand trademark stands for top quality. You can't feature finer cutlery.



H. BOKER & CO., INC.

Established 1837
Quality for over a Century
101 Duane Street, New York 7, N. Y.
Makers of TREE BRAND KNIVES—CARVING SETS — GIFT SETS — POULTRY AND KITCHEN SHEARS — KITCHEN SETS.

WHITEY MOPZUM SAYS:



**WHITE
EQUIPMENT
RINGS THE BELL
ON YOUR
CASH REGISTER!**

You've got the *right* mopping equipment for every customer and every job — when you stock and sell the complete White line. Lower inventories—higher profits — satisfied customers . . . that's what you get when you sell White . . . And your customers get the *best* mopping equipment in the field!



WHITE MOP WRINGER CO.
Fultonville 2, N. Y.

Round Metal Bucket MOP WRINGER



Here's a "best-seller" mop outfit for the many users who prefer a round bucket. Sturdily constructed to withstand hard daily use. Wringer available with either hard wood or steel rollers—foot operated for greater pressure and easy handling of mop. In 18 or 24 quart capacities. Built well—yet priced to sell!

Send for Catalog No. 150

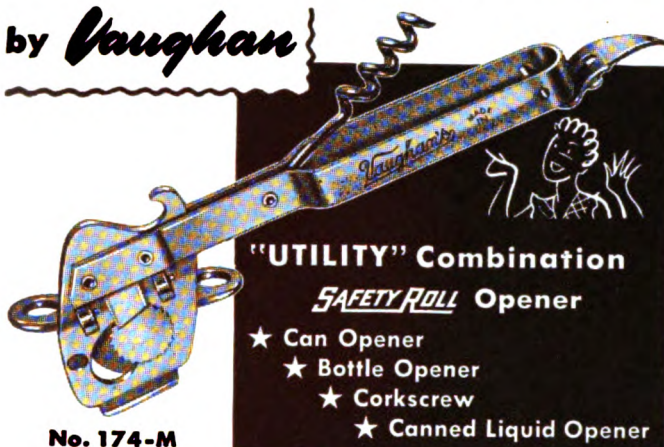
Your Customers know . . .
It's RIGHT . . . If it's



A COMPLETE LINE OF FLOOR CLEANING EQUIPMENT

4-STAR FAVORITE

by *Vaughan*



**"UTILITY" Combination
SAFETY ROLL Opener**

- ★ Can Opener
- ★ Bottle Opener
- ★ Corkscrew
- ★ Canned Liquid Opener

No. 174-M

Housewives love the convenience of this four-in-one kitchen aid. No need for separate openers — Vaughan's "UTILITY" Combination opens them all! Safety Roll feature rolls the edge smooth as it opens square, round or oval cans

easily, quickly and safely. Automatic spring adjustment prevents binding or slipping — holds can securely for pouring preheated contents. Made of heavy gauge steel, heavily nickel plated. Individually carded. Retail price—39c

Vaughan

VAUGHAN MFG., CO.
3211 Carroll Ave. • Chicago 24, Ill.
Half-Century of Quality and Service

World's Largest
Manufacturer of
Bottle Openers
and Can Openers

*Your
Customers
Know...*

IF IT'S

BULL DOG

IT WILL  **HOLD!**



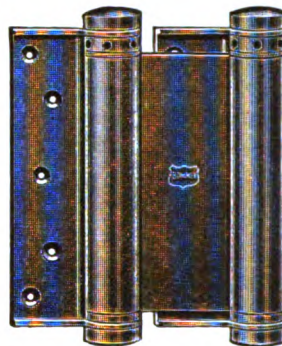
Consumer Confidence in the
BULL DOG LINE — holds Sales
and Volume high — means Quicker
Profits for you — year after year.

PICTURE HANGERS
PICTURE WIRE
CUP HOOKS
PUSH PINS
DRAPERY HOOKS
KITCHEN HOOKS
CLOSET ROD BRACKETS
WARDROBE LOOPS
FRICTION CATCHES
SASH LOCKS
COIL WIRE

E. H. TATE CO. EST. 1872
BOSTON, MASSACHUSETTS — U.S.A.

BOMMER

**SPRING
HINGES
ARE THE
BEST**



BUTTON TIPS
STANDARD
TYPE
NO. 29.

EST.
1876

BOMMER SPRING HINGE CO. Inc.

BROOKLYN 5, NEW YORK
CHICAGO SALES OFFICE: 180 N. WACKER DRIVE

When You Are Looking For a Certain Product

and only the trade-name is *known*—look in the General Directory Section of the Catalog Directory Number of **HARDWARE AGE** for that particular trade-name. You will find it listed alphabetically under the product heading of the item in question.

There alongside the trade name you will find the name of the manufacturer *who makes it*. The address of the maker will also appear with the firm name arranged alphabetically in the same list.

Keep this Catalog and Directory Number where you can reach it quickly whenever you need help in buying hardware products.

HARDWARE AGE

100 E. 42nd Street, New York 17, N. Y.

Nu-Top

STOVE PADS

"The Complete Line" that SELLS!

CHROMIUM

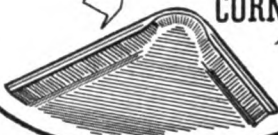
NU-TOP CHROMIUM plated stove pads are proven profit makers that are tops in consumer popularity. They feature asbestos backing, exclusive NU-ROUND mar-proof corners and a long-lasting triple-plated finish. Available in a variety of popular sizes.



Exclusive!

For the first time a one-piece rounded corner that is guaranteed not to mar, scratch or cut any surface.

NU-ROUND
CORNERS



THE METALOID COMPANY

5815 KINSMAN ROAD

CLEVELAND, OHIO

In Canada: 3 Wellington Street, Toronto, Ontario

**FASTER SALES
MEAN
MORE PROFITS**



Airfoil shaped blade gives smooth 19" cut to fine lawns with ease. The HOMKO Rotary Mower is the latest development for cutting high grass and weeds. A maximum of SAFETY, STRENGTH, and LONG LIFE is obtained from the ALL STEEL GUARDS AND FRAME. Powered by the latest VERTICAL TYPE, DIRECT DRIVE, NATIONALLY KNOWN, 2. H.P. 4-CYCLE ENGINE.

DEMAND DEPENDABLE HOMKO—TRULY A QUALITY PRODUCT

MANUFACTURED BY
WESTERN TOOL & STAMPING CO.
THE LEADER IN THE POWER AND HAND MOWER FIELD
2725 SECOND AVENUE DES MOINES 13, IOWA

You don't know

how much more you can make with the extra-appealing line of

ALLENCO

Sprinkling Equipment

• Extra Appeal, extra sales because this largest line gives wider selection in type and price... distinctive colors and packaging... proved performance... plus strong advertising.



**1-Dial Adjustment
for 48-70 ft. areas.**

Striking design, bright red and chrome, head adjustment determines area sprinkled. Loaded with extra profit for you!

• Get set for 1951 ALLENCO advertising, largest ever! Tie-in with a good range of stock, displays, mat ads, etc.

Order From Your Jobber NOW or write for name of nearest distributor.

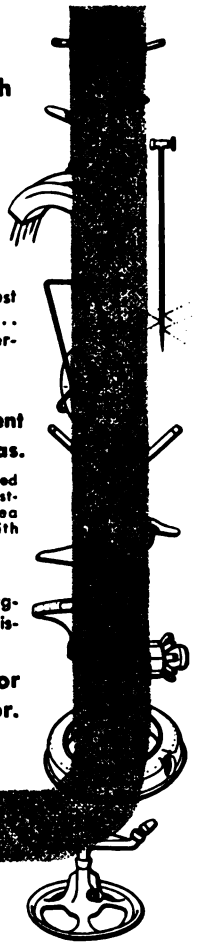
Established 1887

W D ALLEN

Manufacturing Co.

CHICAGO 6

NEW YORK 7



TROJAN SAW BLADES

ALL TYPES

Jig, Coping, Jewelers', Fret, Scroll, Hack, Machine

World-famous Trojan Saw Blades. Over 130 different types for every hand and power sawing operation. Unequalled in quality. Teeth are individually filed and precision set. Blades are hardened and oil tempered for a long, sharp life.

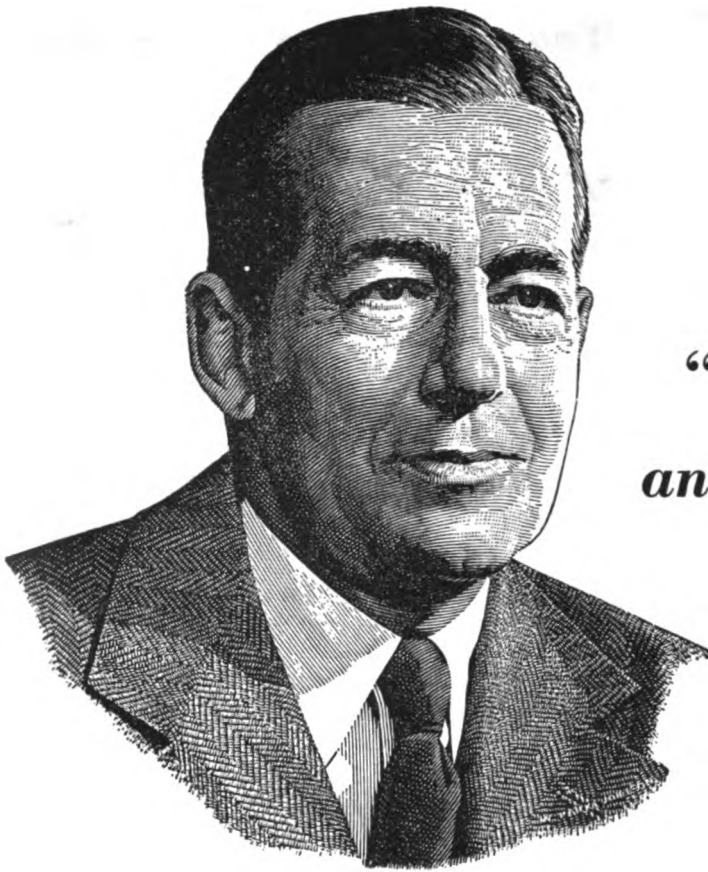
Ackermann - Steffan Div.

PARKER MFG. CO.

Worcester, Mass.



Insist on
TROJAN by name



*“Freedom of thought
and independence
of action . . .”*

DONALD W. DOUGLAS

President, Douglas Aircraft Company, Inc.

“Freedom of thought and independence of action are among the keynotes of America’s economy. They are fundamental to our way of life. Systematic savings through the Payroll Savings Plan help the individual maintain his own independence and freedom of action and make us strong as a nation.”

In more than 21,000 large companies (employing 100 or more) and in many smaller companies, more than 8,000,000 men and women are helping to keep America strong. By systematic saving in U. S. Savings Bonds they are doing their part to offset inflationary tendencies . . . they are building a reservoir of future purchasing power to support industry...they are providing financial independence for themselves and their families.

The widespread success of the Payroll Savings Plan is an excellent example of our freedom of thought and independence of action. Far-sighted employers offered these 8,000,000 Americans an opportunity to enroll in the Payroll Savings Plan. There was no pressure, no emotional stimulation. A Payroll Savings Plan application was placed before them. They “signed up”—to the benefit of them-

selves, their companies and their country.

Has every man and woman in your company been offered an opportunity to share in the benefits of the Payroll Savings Plan? How about the newer employees? How about those who did not sign before but may wish to do so now? Delegate one of your top executives to conduct a person-to-person canvass of your employees to make sure that every man and woman gets an application blank. You don’t have to urge them to enroll, or to increase their present allotment—they are anxious to build for their own independence.

Get in touch with your State Director, U. S. Treasury Department, Savings Bonds Division. He is ready to help you—with a package plan that reduces your work to the minimum.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the G. M. Basford Company and

HARDWARE AGE



FAST-SELLERS for Homes Hobby Shops, Farms, Carpentry, Repair Kits

DRILLS
SANDER-
POLISHERS
BENCH
GRINDERS

**ELECTRIC
HOME-UTILITY
TOOLS**

LECTRO-
SAWS
TOOL KITS
STANDS
ACCESSORIES

Products of HOME-UTILITY Div.,
The BLACK & DECKER Mfg. Co.
Towson 4, Maryland

Order from your HOME-UTILITY Distributor

SUPERIOR BRUSH



"Sales" appeal

Boxed & Carded
• popular-priced •
for LACQUERING,
VARNISHING
ENAMELING
MARKING and
TOUCH-UP
Order From Your Jobber

M. GRUMBACHER, INC.
460 West 34th St., New York 1, N. Y.

Write for folder

Auger bits for every purpose

Midway Auger Bits
"preferred by all who want the best!"



Standard auger bits
17 sizes ($\frac{1}{16}$ " to $2\frac{1}{16}$ ")

Auger bits for electric drills
 $\frac{1}{16}$ " to $1\frac{1}{16}$ "

Midway
THE MIDWAY TOOL CO., INC.

Sales Office and Factory
Melvin, Ohio

LOOK FOR THE TRADE-MARK

THERMOS
TRADE MARK REG. U. S. PAT. OFFICE

The vacuum bottle everybody asks for

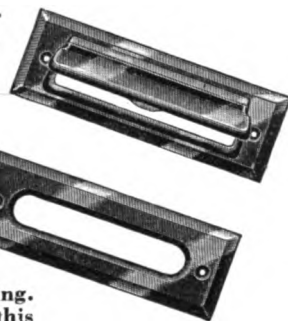
THE AMERICAN THERMOS BOTTLE COMPANY • NORWICH, CONNECTICUT
Thermos Bottle Co., Ltd., Toronto Thermos Limited, London

Ideal for New Low Priced Houses

Fulton

**DROP
LETTER
PLATES**

There's a tremendous market for Drop Letter Plates. Many home owners and business houses prefer them to the more conspicuous letter box.



**ALWAYS CLOSED
TIGHT—**

The outside gravity flap prevents snow, sleet, ice and dirt from accumulating in and thru the opening. Driving storms only cause this flap to close more tightly.

A large variety of attractive finishes to choose from. Size 3" x 10 $\frac{1}{4}$ ". Opening 1 $\frac{1}{4}$ " x 8". 20 gauge material. Packed 6 sets to a carton—each set wrapped.

Write Today for Literature

PATENT NOVELTY CO.

Dept. HA

Fulton, Ill.

CONSISTENTLY
ADVERTISED TO
**YOUR
CUSTOMERS**
IN THEIR
FAVORITE
MAGAZINES

WINCHESTER
TRADE-MARK
SYMBOL OF SHOOTING SUPREMACY

SUPER SPEED
22'S, SHOTGUN SHELLS,
CENTER FIRE CARTRIDGES

RANGER
SHOTGUN SHELLS

LEADER
22 CARTRIDGES

... BRINGING THEM INTO YOUR STORE FOR HIGHEST QUALITY
IN ARMS, AMMUNITION, AND ALL PRODUCTS

HARDWARE DEALERS FROM COAST TO COAST



depend upon the complete Wilcox-Crittenden line of heavy and shelf hardware. Drop forged shackles, wire rope sockets, connecting links, turnbuckles, thimbles, hooks, eye bolts and ring bolts are an integral part of every hardware dealer's stock in trade. They're all fully described in the W-C Hardware Catalog "H"—sent free on request.

WILCOX-CRITTENDEN
"A CENTURY OF DEPENDABILITY"
77 SOUTH MAIN ST., MIDDLETOWN, CONN.



Clark EXPANSIVE BIT

FOR HARD OR SOFT WOOD

Cuts easier—simplified design, no blade-alippage. Chrome vanadium steel blades, all chromed body. Quick, accurate adjustment: self-clearing lead screw. No. 250: $\frac{1}{4}$ "- $1\frac{1}{2}$ ", retails \$1.89; No. 251: $\frac{1}{4}$ "-3", retails \$2.19. *Guaranteed.*

NATIONALLY ADVERTISED • SEE YOUR JOBBER OR WRITE

ROBERT H. CLARK COMPANY, Beverly Hills, California • Manufacturers of Fine Precision Cutting Tools

BRUNO HOLE CUTTER

FOR METAL, WOOD, PLASTICS

One Bruno Adjustable Hole Cutter replaces several fixed diameter cutters. High speed steel blade cuts clean, fast holes. Fits drill press, portable drill or hand brace. Easily set for any diameter. No. 100: $\frac{3}{8}$ "- $1\frac{1}{2}$ ", retails \$2.95; No. 101: 1 "- $2\frac{1}{2}$ ", retails \$3.95. *Guaranteed*

NATIONALLY ADVERTISED • SEE YOUR JOBBER OR WRITE

We really mean
what is written
across our invoices . . .

Rio Grande WOODENWARE

"YOUR BUSINESS IS SINCERELY APPRECIATED"

See our 1951 line
Visit space 385

National Manufacturers Housewares Show
Navy Pier—Chicago January 18-25



by **WHITE STUDIOS**
2421 MCKINNEY AVENUE
DALLAS 4, TEXAS



the original...
and only complete...
nationally-advertised
line of rubber housewares

Rubbermaid HOUSEWARE
THE WOOSTER RUBBER COMPANY
WOOSTER, OHIO

SELL ARISTO-MATS

See Your Jobber or Write For Your Nearest Distributor

**WORLD'S FINEST STOVE and
ALL-PURPOSE UTILITY MATS**

**More Sales!
Greater Volume! Bigger Profits!**

PHOENIX TABLE MAT CO. 1315 W. Congress St., Chicago 7



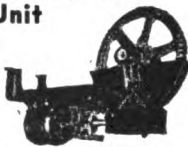
SUNSHINE
REG. U.S. PAT. OFF.
FRENCH PROCESS
CHAMOIS
GENUINE OIL TAN
MADE IN U.S.A.
DOUBLE DUTY

- * EASIER TO USE
- * LASTS LONGER
- * CLEANS BETTER

ASK YOUR JOBBER
FOR OUR
DOUBLE DUTY CHAMOIS
DOUBLE VALUE TO THE
CONSUMER

HOYT & WORTHEN TANNING CORP. HAVERHILL, MASS.

Electrify Your Hand Elevator with this Power Unit




Saves operator time
and labor. "Lifts
from 1,000 to 2,000
lbs. with ease."

Elevator Power
Units. Electric Elevators. Dumb Waiters.
Write for information and prices.

DAVIS & NEWCOMER
Electric Elevator Co., Fosterla, O.

SPEAK NO EVIL



The rumor-monger is himself an evil, but only a monkey seals his lips against reality. And cancer is a grim reality. We must discuss the facts of cancer in order to help educate and protect our neighbors. For humanity's sake—and our own preservation—we must support the crusade against this mortal enemy of man.

IMMEDIATE DELIVERY!

CHAIRS





All types, wood and
steel in stock.
State type, quantity
needed to save time.

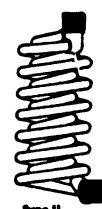
**WRITE FOR
PRICES
NOW!**

ADIRONDACK CHAIR CO. 1142 BROADWAY
(near 26th Street)
N. Y. 1, N. Y.

WATER HEATER REPAIR COILS

For old, new and
obsolete heaters.

90 DIFFERENT MAKES
Single, Double, Triple,
Instantaneous, Multi-Cell



Send for Catalog

DORMONT MFG. CO.
1314 High Street Pittsburgh, Pa.

Gripper Clips

Registered U. S. Pat. Office



Small and large
sizes for holding
tools, garden im-
plements, kitchen
utensils, etc. Nickel plated.
Packed on cards
6 doz. to a box.
Units (2 doz.
large and 1 doz.
small.) Retail at
10¢ each. Circulars
on request.

GIBSON GOOD TOOLS, INC.
Box 268 Orange, Mass., U.S.A.

Buy Savings Bonds

GIVE TO CONQUER CANCER

AMERICAN CANCER SOCIETY

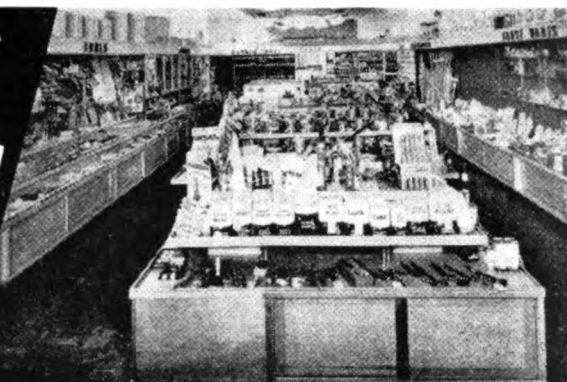
NOW! MODERNIZE - DRAW TRADE - INCREASE PROFITS

You'll find increased trade, sales and profits when you modernize with smart, new Heller Fixtures. Added attractiveness is imparted to your store and merchandise. The finest in construction and materials, the widest choice of designs, the sectional, interchangeable, sturdy, durable and warp proof qualities assure you of outstanding service and styling in Heller Fixtures. The quality found in Heller Fixtures is the trade mark of Heller's 9 years of experience in the industry. Send sketch of your store for free store plan and estimate. Ask for catalog No. 50.

H. C. HELLER & CO.
MONTPELIER, OHIO

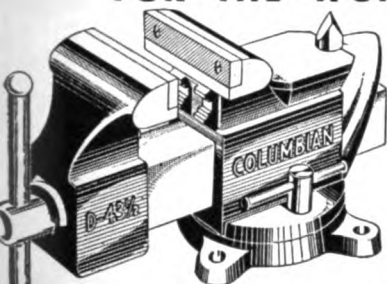
Smart-New-Attractive **HELLER FIXTURES**

W
I
T
H



COLUMBIAN VISES

FOR THE WORKSHOP



2 SIZES
3 1/2" & 4"

ORDER THROUGH
YOUR JOBBER

THE COLUMBIAN VISE & MFG. CO.
3017 Bessemer Avenue • Cleveland 4, Ohio

PERFECT . . . for PROFITS NEW Electric PAINT REMOVER

SAFE
(No open flame)



Removes paint from wood — flat, curved or irregular surfaces. Ideal for laying linoleum and asphalt tile, removing putty. Made for continuous comfortable operation. Handle will not heat up. Unit, chrome plated steel, operates on AC or DC current, 110-120V. Heating surface area 3 1/4" x 5 1/4".

Write Today
For Profitable
Dealer Plan

ONE YEAR
GUARANTEE
Complete
parts replacement. Electrical cord UL approved.

THE B & L TOOL & MACHINE CO. West Main Street
PLAINVILLE, CONN.

RE-BUILD FAUCETS EASILY WITHOUT SPECIAL TOOLS

WITH **CLEVALVE** UNIVERSAL FAUCET REPAIR STEM

Provides new stem and threads, new body threads and new seat, complete in one unit. Easily installed by anyone without special tools. Completely rebuilds 90% of faucets in use.

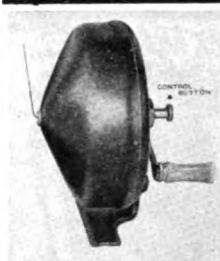
2 models: B—metal to metal seat
R—rubber seat
Left or right hand.

The original faucet insert.
If your jobber cannot supply you write direct.

CLEVALVE
"T. M. Inv." U. S. Pat. Off.

THE CLEVELAND VALVE CO., CLEVELAND 11, OHIO
Copyrighted 1950, Cleveland Valve Co.

Johnson Reel One Hand Control Can't Backlash



Retail \$9.95 Your Cost \$6.00

- True one hand operation
- All metal—rust proof
- Adjustable automatic drag
- Casts any weight spoon, plug, bait
- Uses any casting, spinning fly rod
- Capacity 50 yds., 12 lb. line
- Fully guaranteed one year
- Uses standard Nylon line
- Guaranteed no backlash

Dealers—Order from Your Jobber

Denison - Johnson, Inc., Mankato, Minn.

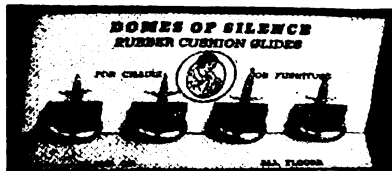
GENUINE ORIGINAL DOMES OF SILENCE SELL ON SIGHT

when these attention-compelling containers, box or card are displayed on counters. Genuine DOMES OF SILENCE glide softly, silently, smoothly over all flooring; saves floors and furniture. For years the favorite with homeowners and furniture manufacturers.

One set on a Card.
12 Cards in a box.
SIZES
1 1/4" 1 1/2" 1 3/4"
1" 3/4" 1 1/8"

One Set in a box—12 boxes in carton

SIZES
1 1/4" 1 1/2" 1 3/4"
1" 3/4" 1 1/8"



Ask your jobber or write

DOMES OF SILENCE, Division of
ROBERT E. MILLER & CO. INC.
35 PEARL STREET NEW YORK CITY





Supertreated Pot-mer-ik

100% PURE LINSEED OIL

"FOR BETTER PAINTING"
AND "101 HANDY USES"
Send for free booklet



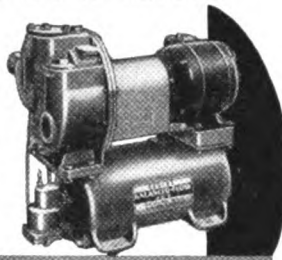
ARCHER-DANIELS-MIDLAND COMPANY
684 Roanoke Building • Minneapolis, Minnesota

A TIP to Goulds Dealers

Here's a Christmas present that means years of comfort and convenience to a whole family!

Feature the Balanced-Flow—and the other dependable Goulds pumps—now! For you, it means—extra Christmas profits this year.

Goulds Pumps Inc.
Seneca Falls, N. Y.



GOULDS Balanced-Flow JET
for Shallow Wells

GOULDS Water Systems

MET-STOP Ventilated Sleeve Board

A sleeve board that makes it easier to iron sleeves, shoulders of garments, infants' dresses, and other hard-to-get-at places. All metal, welded construction . . . ventilated, fire-proof, warp-proof.



Retail price, \$2.98 including pad and cover set.

GEUDER, PAESCHKE & FREY CO.
Milwaukee 1, Wisconsin



DISTINCTIVE HARDWARE

ALL FROM 1 SOURCE

CABINET HARDWARE • FURNITURE TRIM
BUILDERS HARDWARE • CABINET LOCKS
SCREWS AND BOLTS • SASH HARDWARE

NATIONAL LOCK COMPANY ROCKFORD • ILLINOIS

INDESTRO HIGH TURN-OVER Tools



for EXTRA SALES...
for EXTRA PROFITS!



Get the facts on Indestro's Tool Merchandising Plan that brings you everything you need to get in BIG PROFIT tool business! Ask for your FREE Catalog, too!

INDESTRO MFG. CORP., N. Kildare at Schubert, Chicago 39, Illinois

Jiffy

SAWHORSE BRACKETS

SET UP OR TAKE DOWN
WITHOUT NAILS OR BOLTS
2" x 4" FOR LEGS



2" x 4", 6", 8", 10", and 12" FOR CROSS BAR



Timesaver for contractors, builders, painters, paper hangers.

COLORFUL COUNTER DISPLAY PACKAGE SELLS

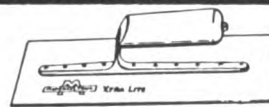
Display it on your counter.
Retail \$1.50. Slightly higher
in West. Order from your
jobber or direct from us.

\$1.50

GRAND HAVEN STAMPED PRODUCTS CO.
GRAND HAVEN, MICHIGAN

★ MARSHALLTOWN TROWELS ★

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



FOLLOW THE LEADER IN "Want Ad" ADVERTISING—

Year after year **HARDWARE AGE** has led its field in the volume of **CLASSIFIED** as well as **DISPLAY** advertising. Its classified columns bring together buyer and seller, employer and employee.

HARDWARE AGE

Classified Opportunities Dept.

Those who contact the hardware trade know from experience that **HARDWARE AGE** is the logical medium to use to secure **RESULTS** from their classified advertising. Follow the leader.

100 East 42nd Street, New York 17, N. Y.



• **GREAT NECK SAW MFRS., INC.** • Mineola, N.Y. •

ENGINEERED QUALITY TOOLS SINCE 1919—at popular prices... Nationally Advertised Products



- back saws
- panel saws
- pruning saws
- block planes

- band saws
- mitre saws
- wood chisels
- fore planes

FOR ACTION SALES...



- keyhole saws
- coping saw frames
- screw drivers
- jack planes

- back saw frames
- coping saws
- compass saws & nests
- smooth planes

SEE YOUR JOBBER IMMEDIATELY!

— If you **BUY** ... Watch January's mails for

PLASTICS

Merchandising

The new monthly for retailers

Helps you **SELL** plastics products

Write today for your **FREE** copy of first issue. Coming: January, 1951

A Breskin Publication • 122 East 42nd St., New York 17, N. Y.



**MOORE
PUSH-LESS
PICTURE HANGERS**

will safely support 10-100
lbs. of mirrors or pictures.

Sell them to your customers with **COMPLETE
CONFIDENCE.** They're
nationally advertised.

**MOORE
PUSH-PINS**

are perfect for lighter wall decorations, curtain tie-backs, etc.

MOORE PUSH-PIN CO. Since 1900

PHILA. 44, PENNA.

BETTER HARDWARE DEALERS FROM COAST TO COAST

REPORT ARISTO-MATS VOLUME SALES

WORLD'S FINEST STOVE & ALL-PURPOSE UTILITY MATS

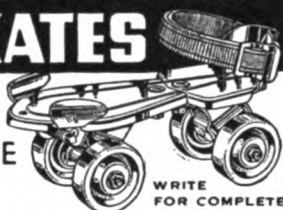
See Your Jobber or Write for Your Nearest Distributor

PHOENIX TABLE MAT CO., 1315 W. Congress St., Chicago 7

**KINGSTON
ROLLER SKATES**

First

IN THE
POPULAR PRICE
MARKET



WRITE
FOR COMPLETE
INFORMATION

KINGSTON PRODUCTS CORP., Hwd. Div. A-11, Kokomo, Ind.

**NEW
MINUTE
MOP** *Hydro-matic*

Model
No. 400

**AN ORIGINAL
SENSATION IN
SPONGE MOPPING**

List
\$3.98



Sponge
refill
\$1.29

Wring
here
Stand
upright



No Stoopng

Lever on handle of Hydro-matic lets housewife drain water from sponge without wetting hands. Hands always away from wet mophead. Has versatile handle, bumpers, etc. Sensational new features put it in a class by itself in arousing housewife demand. Call your jobber today.

MINUTE MOP CO. 13 E. 23rd St. CHICAGO 16 ILL.



**1/3 LIGHTER
than ALUMINUM**

**UNBREAKABLE FRAME
OF EXTRUDED MAGNESIUM**

- Profitable, Fast Selling, • Adjustable, Replace-
Nationally Advertised able Vial Units
- Available in 10 sizes • Beautifully Designed,
from 12 to 72 inches Accurate, Dependable

J. H. SCHARF MFG. CO., OMAHA, NEBR.

**KILGORE'S PLASTIC HOLSTER SETS
Offer More for Less!**

Look at these Kilgore features: molded in one strong piece... no seams to rip out... colors won't fade or stain clothing... unaffected by sun, snow, or rain... can be washed with soap... beautiful color combinations... western design... generously decorated with nickel plated studs, rosettes and colorful jewels. No other holster set, regardless of material, offers so much for only \$2.50—the suggested retail price for the No. 512 set as illustrated.



**No. 512
SINGLE
HOLSTER
SET**

**WON'T
CHIP
CRACK
OR
PEEL**

**THE KILGORE MANUFACTURING CO.
WESTERVILLE, OHIO**

Classified Opportunities Section

CLASSIFIED ADVERTISING RATES

Help Wanted, Accounts Wanted
Business Opportunities
Representatives Wanted, etc.

Set solid, maximum, 50 words..... \$5.00
Each additional word..... .10

Positions Wanted

(Special Rate) set solid, maximum,
50 words..... \$2.80
Each additional word..... .05

Allow Seven Words for Keyed Address
or Your Address

BOXED DISPLAY AD RATES
\$8.00 per column inch

5% discount allowed for 4 or more consecutive insertions of Boxed Display Ads. Cuts or special borders not accepted. Address your correspondence and replies to

HARDWARE AGE
Classified Opportunities Dept.
100 East 42nd St., New York 17, N. Y.

NOTE: Samples of merchandise, literature, catalogs, etc., will not be forwarded to box number advertisers unless accompanied by sufficient postage for remailing

No agency commission allowed.

HARDWARE AGE is published every other Thursday. Classified forms close 15 days prior to publication date.

Remittance must accompany order in form of check or money order, not currency or stamps.

Help Wanted

HELP WANTED: MIDDLE WEST HARDWARE JOBBER, experienced paint and glass man as assistant to buyer, with opportunity of taking over department. Reference. Address Box R-80, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

RETAIL HARDWARE MAN WITH EXTENSIVE KNOWLEDGE of Hardware Store Merchandising and Display. Advancement and future is assured for conscientious person, preferably man now in the business. The location is Akron, Ohio with a 35 year old firm. Write giving age, references and experience. Address Box R-96, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

Representatives Wanted

WANTED FACTORY REPRESENTATIVE

with established territory, to sell Hickory, Ash and Oak Tool Handles, with other allied lines, on commission basis. Write us full particulars of territories covered and all pertinent information.

E. F. DYER MFG. CO.
Box 309, Houston, Mississippi

HERE'S A SALES PRODUCING LINE. One of the country's oldest, best known manufacturers of quality kitchen, industrial and trade knives is revamping his sales set-up. Excellent opportunity for salesmen and manufacturers representatives who can produce. Territories open include Atlanta, Florida, St. Louis, Kansas, Texas, California, etc. Liberal earnings. Ideal companion line. Write for details—give experience. Address Box R-98, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

EXPERIENCED COMMISSION SALESMEN

SELLING TO WHOLESALERS ONLY. REFRIGERATORS — DEEP FREEZERS — VACUUM CLEANERS — LAWN MOWERS, ETC., ETC. WRITE FULLY TERRITORY, ETC.

Address Box R-88, care of HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

SALESMEN WANTED CALLING ON LUMBER YARDS, industrial users and hardware jobbers for line of imported wood screws, shelf brackets and door butts. Very attractive prices: Prompt deliveries: Liberal commissions. State territory now covered and lines now carrying in first letter. Address Box R-93, care of Hardware Age, 100 East 42nd St., New York 17, N. Y.

Representatives Wanted

SALESMAN WANTED

For New York State, exclusive of metropolitan New York City, commission salesman with established following to cover better hardware dealers and jobbers, and Mill Supply distributors. Exclusive sales arrangement for one of America's most progressive Hand Tool manufacturers, now selling over 100 of the better distributors in this territory. Prefer salesman having no more than 2 other lines.

Address Box R-37, care of HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

PLUMBING SPECIALTIES - SALESMAN WITH FOLLOWING for established New York Firm. Sell to Hardware Stores and Plumbing Contractors. Choice (protected) Territories Open, Commission. Replies confidential. Address Box R-76, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

COLORS-IN-OIL SALESMAN WANTED

For sale to jobbers, or to rated retail accounts in areas not served by jobbers. 1/2 pints, quarts, gallons. No tubes.

BENGAL COMPANY
214 St. Nicholas Ave. New York 27, N. Y.

SALESMEN WANTED, THREE MEN: to sell hardware, housefurnishings, department stores, garages, service stations, etc. Nationally advertised line of hand and power mowers. Territory: one for state of New Jersey, one for Long Island and one for New York State outside of N. Y. City and Westchester County. Commission basis. Must have car. State full particulars. Address Box R-91, care of HARDWARE AGE, 100 East 42nd Street, New York 17, N. Y.

SALES REPRESENTATIVES AGENTS AND NATIONAL SALES ORGANIZATION

wanted for revolutionary "GRASSHAVER" the wonder garden tool—Tremendous Tested Sales appeal—beautifully packaged—priced right—highly profitable item.

LOW ENGINEERING CO. Lincoln Park, N. J.

WANTED: SALESMEN FOR EXTRA HIGH grade line of medicine cabinets, and various other specialties, to call upon Hardware and Plumbing Supply jobbers and Lumber yards. Open territory throughout mid-west and western states. Address Box R-92, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

ORDER REPEATER. POPULAR PRICED MIRROR LINE for the Home sells to Furn., Hdw., Var. and Dept. Stores. Repeats 5 to 6 times annually, Big commissions. Only 2 Photos dustries, 327 S. La Salle St., Chicago 4, Illinois

Representatives Wanted

SPORTING GOODS SALESMEN, WITH CAR. Popular priced line. Baseball—Football—Boxing. We have excellent territories open for retail and dept. store coverage. Can be carried with non-conflicting side line. Must have following, Sporting Goods experience helpful, but not essential. Commission basis. Olympic Sporting Goods Co., Inc., 598 Broadway, New York 12, N. Y.

THIS LONG ESTABLISHED HIGHLY RATED COMPANY offers 25 factory lines to salesmen covering retail stores outside of the larger cities. Here are complete factory lines, and salesmen earn a good living handling them. It would take you years to assemble so varied an assortment of lines. Write Sales Manager, Box N-496, care of Hardware Age, 100 East 42nd St., New York 17, N. Y.

SALES REPRESENTATIVE WANTED WITH FOLLOWING among retail hardware and paint stores, to represent long established coated abrasive manufacturer on well-known line of floor sanding paper on commission basis. Choice, protected territories now open. Address lines now carried and exact territory covered. Address Box R-95, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

MANUFACTURER OF WELL KNOWN LAWN TOOL products requires services of sales representative in California, Arizona, Nevada. Must be established with hardware jobbers. Write giving age, experience, references, lines now handling. Address Box R-90, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

Accounts Wanted

ADDITIONAL LINES DESIRED FOR HARDWARE & HOUSEWARES division of leading manufacturers' representative organization covering Texas, New Mexico, Oklahoma, Arkansas and Louisiana. Division under direction of very capable man with many years experience. Address Box R-94, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

ESTABLISHED MANUFACTURER'S AGENT DESIRES to procure one additional volume line in the hardware or paint field to be sold direct to the dealer. Territory covered is Southern Ohio plus adjoining sections of W. Virginia, Kentucky and Indiana. Address Box R-87, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

MICH. — IND. — OHIO. NORTHERN, KY. Capable, firmly established sales representative with three leading lines, has opening for short line in hardware houseware classification only. Contact jobbers, chain stores, major department stores and premium goods users. Address Box No. R-81, care of HARDWARE AGE, 100 E. 42nd St., New York 17, N. Y.

183

MORE POPULAR THAN EVER! Sells on Sight

The popular Stevens pocket Level is now available in 4 new brilliant metallic colors—red, blue, green and gold. Always a fast moving item—but now amazing. Made of $\frac{3}{8}$ " hex aluminum tubing it is $5\frac{1}{4}$ " long and has a sturdy pocket clip.

For complete details see your distributor or write direct.

There's a Stevens for every Level need.

2 cards
of 6
each
per
box



Weight
per
doz.,
 $\frac{3}{4}$ lb.



THE E. A. STEVENS LEVEL COMPANY
NEWTON FALLS, OHIO

LIGHTER • STRONGER BETTER MADE



EASIEST TO SELL!

Carefully made and proven best by scientific tests; (drop test, Rockwell "B", tensile strength test). Peerless swivel will withstand 1200

lb. pull—and lock is specially engineered to foil shims or picking. Ask your customers to make their next pair—"Peerless".

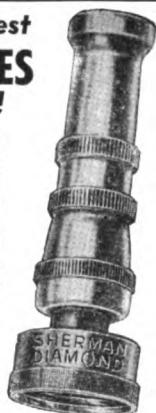
PEERLESS HANDCUFF CO., Dept. H Springfield, Mass.



Sherman Offers Today's Best LAWN HOSE NOZZLES In Every Price Class!

The patented non-rising sleeve built into the Gold Label Nozzle eliminates the up and down movement of the sleeve inside the packing—adds extra years of service. Hand polished finish, fingertip adjustment. The Diamond Nozzle is another garden department "must" and a good year 'round seller too. It's heavier and longer, the best nozzle at its price class. Also available in chrome plated—Catalog No. 161C.

H.B. *Sherman*
MANUFACTURING CO.
Battle Creek, Michigan



No. 155
"Gold Label" ®

No. 161
"Diamond" ®

DEMAND THIS QUALITY SCREENING

ALDURA OPAL LIBERTY
aluminum galvanized bronze



Write for information and literature
NEW YORK WIRE CLOTH CO., Dept. HA-12
445 Park Avenue New York, N. Y.

Index to Advertisers

A		E	
Accurate Mfg. Co.	68	Eagle Lock Co.	1
Ackermann-Steffan Div.	175	Edlund Co.	145
Adirondack Chair Co.	178	Embury Mfg. Co.	146
Allen Mfg. Co., W. D.	175	Exact Level & Tool Mfg. Co., Inc.	147
American Chain & Cable Co.	6		
American Mfg. Co.	97	F	
American Pad & Textile Co.	112	Ferry Cap & Set Screw Co.	1
American Screw Co.	24	Fleischmann Handle Co.	12
American Swiss File & Tool Co.	172	Fulton Bag & Cotton Mills.	14
American Thermos Bottle Co.	177		
Anchor Wire Corp.	164	G	
Archer-Daniels-Midland Co.	180	General Electric Co., Lamp Div.	11
Armstrong Bros. Tool Co.	166	General Filters, Inc.	140
Artmoore Co.	114	Geuder, Paeschke & Frey Co.	128
Atkins & Co., E. C.	17	Gibson Good Tools, Inc.	179
Automatic Products Co.	18	Gillette Safety Razor Co.	1
		Gilmer Co., L. H.	12
B		Goldblatt Tool Co.	12
B & L Tool & Machine Co.	179	Goulds Pumps, Inc.	140
Bassick Co.	163	Graham Co., Inc., John H.	127
Behr-Manning Corp.	125	Grainger Co., W. W.	12
Bethlehem Steel Co.	20	Grand Haven Stpd. Prod. Co.	140
Better Homes & Gardens	28	Great Neck Saw Mfrs., Inc.	131
Billings & Spencer Co.	136	Greenlee Tool Co.	121
Black & Decker Mfg. Co.	177	Griffin Mfg. Co.	59
Blair Mfg. Co.	164	Grumbacher, Inc., M.	177
Boker & Co., H.	173		
Bommer Spring Hinge Co.	174	H	
Boss Mfg. Co.	170	Hager & Sons Hinge Mfg. Co., C.	14
Brooks & Sons, M. S.	112	Hanson Scale Co.	140
Buch Mfg. Co.	167	Harloc Products Corp.	140
Burgess Battery Co.	128	Heller & Co., W. C.	179
Burroughs Mfg. Corp.	168	Heller Brothers Company	140
		Hodell Chain Co.	24
C		Hopkins Mfg. Co., L.	145
Camillus Cutlery Co.	111	Hoppe, Inc., Frank A.	146
Campbell Chain Co.	61	Horrocks Ibbotson Co.	159
Champion DeArment Tool Co.	65	Hotpoint, Inc.	141
Champ-Items, Inc.	148	Hoyt & Worthen Tanning Corp.	179
Chapin Mfg. Works, R. E.	115	Huensfeld Company	140
Cheney Hammer Corp., Henry	64		
Chicago Screw Co.	164	I	
Clark Co., Robert H.	178	Independent Metal Strap Co.	132
Clarke Sanding Machine Co.	40	Indestro Mfg. Co.	140
Cleveland Chain & Mfg. Co.	95	Ives Co., H. B.	140
Cleveland Valve Co.	179		
Coburn Products Div.	131	J	
Collins Company	113	Jadow, Inc., B.	140
Colorado Fuel and Iron Corp.	131	Judd Co., Inc. H. L.	12
Columbian Vise & Mfg. Co.	179	Judson Rubber Works, Inc.	12
Columbus-McKinnon Chain Corp.	152		
Congoleum-Nairn, Inc.	41	K	
Continental Scale Corp.	143	Kay-Tite Co.	12
Continental Screw Co.	123	Keuffel & Esser Co.	140
Corbin Cabinet Lock Div.	25	Kilgore Mfg. Co.	141
Crescent Tool Co.	32	Kingston Products Corp.	141
		Klein & Sons, Mathias	141
D		Kwikset Locks, Inc.	141
Davis Corp., G. W.	29		
Davis & Newcomer Elec. Elevator Co.	178	L	
Dazey Corp.	170	Lectro-Weld, Inc.	140
Decto Products Co.	167	Lewis Engineering & Mfg. Co.	140
Delco Appliance Div.	51	Libbey-Owens-Ford Glass Co.	140
Denison-Johnson, Inc.	179		
Dewey & Almy Chemical Co.	171		
Diamond Calk Horseshoe Co.	56		
Dietz Co., R. E.	114		
Domes of Silence	179		
Dormont Mfg. Co.	178		
Dow Chemical Co.	67		
Draper-Maynard Co.	159		
du Pont de Nemours & Co., Inc., Rayon Dept., Cellophane Div.	37		

Index to Advertisers

Lockwood Hdw. Mfg. Co.....	9	Remington Arms Co., Inc.....	93
Lodge & Shipley Co.....	31	Ridge Tool Co.....	143
Larkin Rule Co.....	64	Royal Electric Co., Inc.....	185
Lumite Div. Chicopee Mfg. Corp.	2	Russell, Burdall & Ward Bolt & Nut Co.....	157
		Ryerson & Son, Inc., Jos. T.....	165
M			
Marshalltown Trowal Co.....	180	S	
Martin Stpg. & Stove Co.....	11	S & W Moulding Co.....	145
Master Lock Co.....	11	Safe Padlock & Hardware Co.....	54
Master Rule Mfg. Co., Inc.....	107	St. Louis Cordage Mills.....	97
McGill Metal Products Co.....	165	Savage Arms Corp.....	34
McKay Company.....	54	Schacht Rubber Mfg. Co.....	172
McKinney Mfg. Co.....	133	Scharf Mfg. Co., J. H.....	181
Mechanic Illustrated.....	62	Schwartz Mfg. Co.....	130
Merchandise Mart.....	53	Shakespeare Co.....	35
Metaloid Co.....	175	Sharon Bolt & Screw Co.....	102
Midway Tool Co., Inc.....	177	Sheffield Bronze Paint Corp.....	153
Miller, Inc., Robert E.....	179	Sherman Mfg. Co., H. B.....	184
Minerallac Electric Co.....	165	Shopmaster, Inc.....	162
Minnesota Mining & Mfg. Co.....	38	Skillman Hardware Mfg. Co.....	167
Minute Mop Co.....	181	Skuttle Mfg. Co.....	151
Modglin Co., Inc.....	55	Slaymaker Lock Co.....	1
Moline Iron Works.....	184	South Bend Toy Mfg. Co.....	116
Moore Push Pin Co.....	21	Southern Screw Co.....	142
Moto-Mower Co.....	181	Standard Henshall Corp.....	184
		Standard Tool Co.....	49
N			
Narmco, Inc.....	141	Stanley Works.....	59
National Cash Register Co.....	58	Starett Co., L. S.....	22
National Hsewares. Mfrs. Assoc.....	44	Stevens Level Co., E. A.....	184
National Lock Co.....	180	Superior Fastener Corp.....	136
National Mfg. Co.....	57	Swan Rubber Co.....	27
National Metal Prod. Co.....	169	T	
New Britain Mch. Co.....	30	Tatcher, Ernest.....	109
New York Wire Cloth Co.....	184	Tate Co., E. H.....	174
Nixdorf-Krein Mfg. Co.....	39	Templeton, Kenly & Co.....	104
Noble Mfg. Co.....	171	Triplex Screw Co.....	135
		Turnbuckles, Inc.....	137
O			
Okonite Co., Tape Div.....	171	U	
Oster Mfg. Co.....	160	Union Hardware Co.....	126
		United States Plywood Corp.....	23
P			
Patent Novelty Co.....	177	V	
Peerless Freezer Co.....	117	Varmac Mfg. Co.....	171
Peerless Handcuff Co.....	184	Vaughan Mfg. Co.....	174
Peerless Mfg. Corp., Inc.....	107	Vicsek Tool Co.....	160
Peerless Pump Div.....	56	W	
Petersen Mfg. Co.....	169	Walker Mfg. & Sales Corp.....	185
Phoenix Table Mat Co.....	178	Warren Dado Sawing Washers Co.....	106
Phell Mfg. Co.....	124	Waterbury Tool Div. Vickers, Inc.....	129
Pioneer Gen-E-Motor Corp.....	66	Western Tool & Stpg. Co.....	175
Pittsburgh Plate Glass Co. Brush Div.....	46	Westinghouse Elec. Corp.....	42-43
Plas-Tex Corp.....	185	Westwood Mfg. Co.....	60
Plastics Merchandising.....	181	Wheeling Machine Prod. Co.....	50
Portable Elec. Tools, Inc.....	161	White Mop Wringer Co.....	173
Porter, Inc., H. K.....	166	White Studios.....	178
Premax Products Div.....	165	Whitman & Barnes Co.....	69
Proto Tools.....	15	Wickwire Spencer Steel Div.....	131
		Wilcox-Crittenden.....	177
Q			
Queen Stove Works, Inc.....	45	Winchester Repeating Arms Co.....	177
		Winsted Co.....	185
R			
Red Devil Tools.....	187	Wooster Rubber Co.....	178
Reeve Co.....	172	Worthington Pump & Mch. Corp.....	119
		Wright Steel & Wire Co., G. F.....	169
		Y	
		Yale & Towne Mfg. Co.....	3

TWINCO
Dog Combs
retail price
49¢ each

A POPULAR
FAST-SELLING
ITEM . . .

ATTRACTIVE COUNTER
DISPLAY PACKAGE

NATIONALLY
ADVERTISED



TWINCO
QUALITY
FEATURES

- Strong, Spring Steel Teeth
- Attractive Red or Green Handles
- Rounded Points
- Chrome Plated
- Rustless
- 12 to a box

Order now from
jobber or write
direct.

THE
WINSTED CO.
WINSTED, CONN.

ROYAL
Crystal **FUSES**

the original
glass-top fuse

ROYAL ELECTRIC CO., Inc.
PAWTUCKET • RHODE ISLAND
makers of
WIRE • PLUG and CARTRIDGE FUSES
CORD SETS • TROUBLE LIGHTS
• CHRISTMAS LIGHTING SETS •



**HAVE
YOUR CAKE
AND
SEE IT!**

Cake plate with transparent cover and colorful dish makes a sure selling combination for hot, dry weather. Made by Plas-Tex Corporation, this set keeps cakes fresh and moist. Dish may be used separately for table service.

PLAS-TEX

THE PLAS-TEX CORPORATION
2525 MILITARY AVENUE BOX 12396 LOS ANGELES 64, CALIF



WALKER
TYPE 34

For any type of domestic furnace in homes, stores, small office buildings and apartments.
Sizes 6-20 inches.
Shown with installation collar.

COMMERCIAL and INDUSTRIAL

For power plants, schools, garages, industrial plants, laundries, and other commercial uses. Built to meet toughest conditions. Ball bearing. Sizes 16-36 inches.

**Help Your Customers
SAVE UP TO 25%
ON FUEL!**

Now, you can offer savings up to 25% on ALL types of fuel . . . coal, gas, oil . . . with the new, improved Walker Draft Regulators. Assure maximum, economical combustion under ALL stack conditions. Quickly installed. Easily adjusted. Guaranteed.

Over 7 million in use!

Sell this fast turning, profit-line of draft regulators. Their quality makes customers. See your jobber or write WALKER MFG. & SALES CORP., 1705 Penn St., St. Joseph, Mo. Do it NOW!

WALKER
Automatic
DRAFT REGULATORS






This heavy duty tractor clevis is just one of more than 100 different Moline Clevises

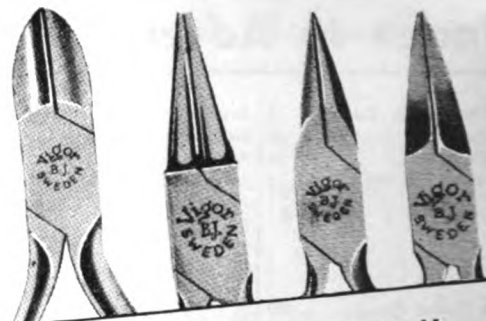
Be ready for business with a good stock of MOLINE clevises!

When the heat is on—and farmers are busy—they want service fast. That's why it's good business to have a stock of Moline clevises on hand. You can take care of their needs at once—and win customers. With Moline clevises you are giving your customers high quality, strong clevises and at a satisfactory price. Be ready—order yours today.

Write for catalog and prices
DISTRIBUTED BY JOBBERS
ALL OVER THE COUNTRY



Seventy Years of Service



MADE IN SWEDEN FROM
GENUINE SWEDISH STEEL

Vigor | PRECISION
PLIERS

PRICED FOR VOLUME SELLING

Craftsmen of all kinds from jewelers to radio repairmen will really go for these imported Swedish steel pliers—forged and hand finished to a high polish—all with box joints. All Varieties—Variety of Size in Every Style.

B. JADOW, Inc., N. Y.
860 B'way at 17th St.

Sold through wholesalers only

Packaged

FOR THE JOBBING TRADE

STEEL
Stanho
PRODUCTS

**TAPER
PINS**

"Stanho" Taper Pins are milled from selected screw stock. Recently added to the "Stanho" line are Centerless Ground Taper Pins—precision made with a total diameter tolerance of .0005—these are the finest obtainable.

STANDARD

Since 1872

HORSE NAIL CORP.

NEW BRIGHTON, PA.



Selling HOPPE Products is Just Good Business

because these widely used and consistently advertised gun cleaning accessories have hosts of users and millions of prospective users. Hoppe's No. 9 Solvent is the best there is for removing primer, powder, lead and metal fouling and for preventing rust. Hoppe's Patches are the tops and there is nothing finer for guns than Hoppe's Lubricating Oil and Hoppe's (rust preventing) Gun Grease. Your jobber can supply you.

FRANK A. HOPPE, Inc.

2314A North 8th St., Philadelphia 33, Pa.

IT'S ALL IN THE WHEEL

NEW

Red Devil GLASS CUTTERS

RED DEVIL has done it again! Yes, in keeping with the policy of making even the best better, RED DEVIL product engineers have designed a new method of edge-finishing the RED DEVIL GLASS CUTTER WHEELS.

The new wheels "bite-in" easier and "dig-in" without pressure. The cut is cleaner, greatly reducing breakage. Tests show that these improved wheels have a noticeably longer life under ordinary handling.

The wheel is made of the finest alloy tool steel, electrically hardened by the exclusive Chapmanizing process. Skillful machining gives a lasting cutting edge.

This improved cutter is made in a full line for every type of glass, also turret head and refill wheel models, and circle cutters.

Cutters with this remarkable new wheel are identified with a "blue" tip on the "red" handle.

A Product of **Red Devil Tools.** Irvington 11, N. J., U. S. A.

GLASS CUTTERS

054

POINT DRIVER

NO. 3

GLAZIER'S POINTS

PAINT CONDITIONER

NO. 30

PAINT CONDITIONER

NO. 33

WOOD SCRAPER

NO. 20

WOOD SCRAPER

NO. 8

SANDPAPER HOLDER

NO. 9

FLOOR SANDING MACHINE

NO. 444

VACUUM SANDER

NO. 440

ELECTRIC PINCHER

NO. 271

GRADY WEDGES

PUTTY KNIFE

PT-114

RED DEVIL TEE

COPPER POT CLEANERS

GLASS PLIER

NO. 210

RATOR BLADE HOLDER

NO. 12

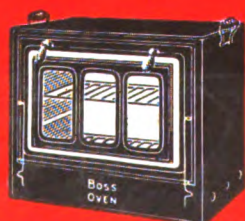
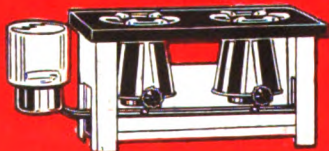
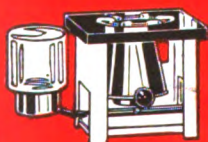
ROLLER STUPLER

WALL SCRAPER

PT-103

BOSS KEROSENE APPLIANCES

Complete Line
Stoves and Ranges



Every Boss
A Genuine Leader

THERE'S ALWAYS A SALE FOR BOSS KEROSENE APPLIANCES

BOSS has a Range or Stove filling every cooking need — fitting every cooking space — suiting every family purse.

BOSS Kerosene Ranges have these advantages combined in no other kind of modern cooking range:

- Not dependent on outside public fuel service
- No expense of installing
- Moveable anywhere, anytime
- Modern step-saving features
- Fast, clean, cool, safe cooking
- Lowest cost of operation
- Kerosene always available

DEALERS — Thousands of families prefer **BOSS** Kerosene Cooking to any other kind—

SEND FOR DESCRIPTIVE LITERATURE

BOSS

KEROSENE RANGES

